



# CIVIC CENTER MUNI/BART STATION PEDESTRIAN AND TRANSIT ACCESS IMPROVEMENTS REPORT



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**Prepared by:**  
**Bureau of Architecture**  
**Department of Public Works**  
**City and County of San Francisco**

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CIVIC CENTER MUNI/BART STATION  
PEDESTRIAN AND TRANSIT ACCESS IMPROVEMENTS REPORT

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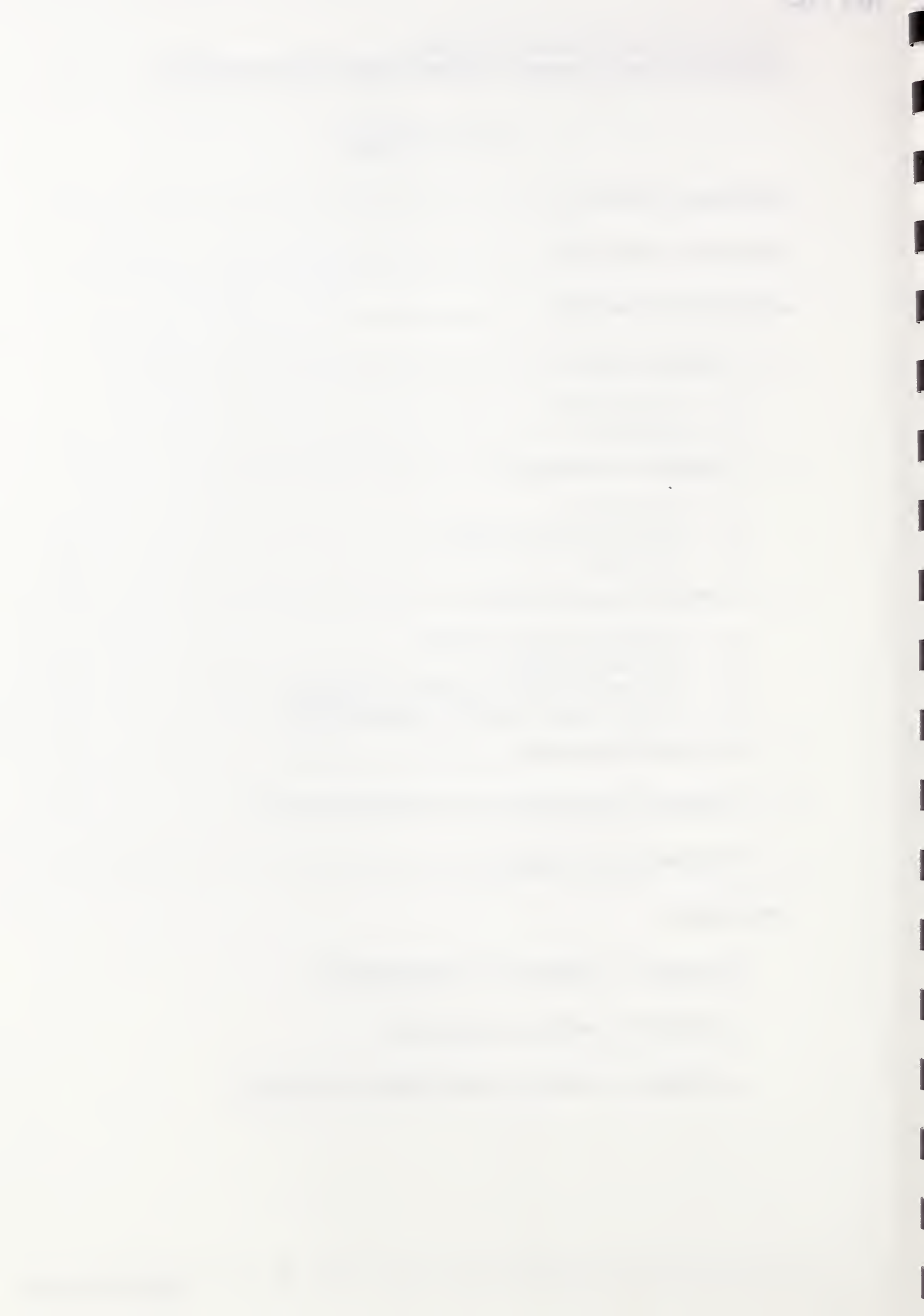
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# **CIVIC CENTER MUNI/BART STATION PEDESTRIAN AND TRANSIT ACCESS IMPROVEMENTS REPORT**

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## **EXECUTIVE SUMMARY**

The Civic Center MUNI/BART Station Pedestrian and Transit Access Improvement Report was commissioned by the San Francisco County Transportation Authority for the purpose of assessing existing conditions at the Civic Center MUNI/BART station and its surroundings and to make recommendations for optimal pedestrian access and orientation.

Key objectives for the Study were:

- To create a unique identity for the Civic Center transit station; and
- To link the station entries and exits to civic institutions at street level.

Currently at each of the three underground levels of the station there is a multiplicity of conflicting signage and advertising, and poor or no orientation to civic institutions such as City Hall. Aside from the extensive use of granite and tile finishes, the station's interior lacks any distinguishing features that sets it apart from other stations. Entrances to the station fail to reflect its unique urban setting. Above grade visitors are not directed to particular destinations. There is a lack of maps and other visual references to the major public buildings in the Civic Center Historic District.

This study provides the following recommendations that will alleviate the conditions noted above:

1. Reorganization of Signage at all Boarding Platform Levels and the Main Concourse Level
  - A. Duplicate signage or signage with redundant information should be removed.
  - B. A comprehensive signage improvement program to be adopted by both BART and MUNI within the existing joint use agreement should be developed.
  - C. Outdated informational signage should be removed.
  - D. Signs with related information should be combined where possible.
  - E. The number of maps should be reduced with maps located at key focal locations.
  - F. Signage with critical information should be given priority over private advertisement needs.
2. Provision of New Signage with Clear Graphics and Language
  - A. A new signage format to meet the needs of the transit user as well as the respective transportation agency should be developed.
  - B. Signage experts should be retained to develop appropriate graphics with accessibility in mind.
  - C. A hierarchy of directional signage pointing towards destination points in addition to street names should be provided.
  - D. Transit signage that enhances, not competes with, directional signage should be developed.





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- E. Main exit / entrance points for the pedestrian, both underground and above ground should be established.

### **3. Incorporation of Art Enrichment**

- A. City history panels for each platform level that relates to the Civic Institutions in the Historic District should be created.
- B. Facilitated by the Arts Commission, large wayfinding artistic murals in permanent media identifying either nearby civic institutions or neighborhood features on the concourse level walls should be installed adjacent to various key exits.
- C. Facilitated by the Asian Art Museum and Main Library, an ongoing exhibition of items from their collection and posters promoting their current exhibitions should be installed at concourse level.

### **4. Connection of the Station to the District**

- A. A unique identity for the station by improving the main entry points should be developed.
- B. Canopies or other minor structures that would distinguish and identify the Station's historic setting should be considered.
- C. District maps should be added at the main concourse level and the street level to orient the visitor within Civic Center.
- D. Additional orientation maps throughout the district that allow pedestrians locate the station and other destination points with ease should be incorporated.
- E. Street improvements that address pedestrian safety and access should be considered.

### **5. Working within the City's Urban Context**

- A. All signage, art and other improvements should be coordinated with ongoing efforts such as the Downtown Pedestrian Signage Plan and MUNI/BART's in-house projects.
- B. A signage format that is sensitive to the local character of the district should be developed with input from the local community.

Overall order of magnitude of costs are provided for some of these recommendations.

Each jurisdictional agency involved will need to seek public comment, evaluate, and reach consensus on the proposed solutions before the Transportation Authority authorizes any funds for future design and implementation. If implemented the proposed improvements would constitute the most comprehensive pedestrian wayfinding effort undertaken in the Civic Center since its creation in 1912.





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**ACKNOWLEDGEMENTS**

The following individuals and organizations contributed to the preparation of this report:

**Technical Advisory Committee:**

|                 |                                 |
|-----------------|---------------------------------|
| Molly M. Burke  | BART                            |
| Rube Warren     | BART                            |
| Jill Keimach    | BART                            |
| Beth Thomas     | BART                            |
| Peter Albert    | BART                            |
| Val Menotti     | BART                            |
| Jim Nelson      | MUNI                            |
| Jim Haas        | Civic Pride                     |
| David Alumbaugh | Planning Department             |
| Tom Sorrentino  | Department of Parking & Traffic |
| Judy Moran      | Arts Commission                 |

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**Department of Public Works:**

|                |                                  |
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| Miguel Tello   | DPW, Architecture                |
| Jorge Alfaro   | DPW, Architecture                |
| Brook Mebrahtu | DPW, Architecture                |
| John Thomas    | DPW, Landscape                   |
| Susan Ferreyra | DPW, Disabled Access Coordinator |



## **1.0 INTRODUCTION**

The Civic Center Historic District is an area bounded by Golden Gate Avenue, Market Street, Hayes Street, and Franklin Street. The original Beaux-Arts 1912 plan conceived in the aftermath of the 1906 earthquake, is one of the finest examples of the City Beautiful movement in the United States. It includes a formal arrangement of neoclassical buildings, plazas and monuments. The Civic Center Historic District is listed in the National Register of Historic Places.

A number of demographic and social changes over the decades has transformed the character of the surrounding neighborhood. From an urban design perspective, there is a need to reconnect the public to the District by informing and directing pedestrians to the various civic and public institutions that exist within it. This, in turn, could re-establish the District's geographic and social prominence within the City.

The San Francisco County Transportation Authority (CTA) appropriated funds in 1997 to conduct a study of pedestrian improvements in and around the Civic Center Station. This action was taken at the request of Civic Pride, a community organization that advocates good civic urban design and civic architecture. The Department of Public Works (DPW) was retained by the CTA to perform the study.

The Bureau of Architecture, DPW, (BOA), made an initial assessment and survey in 1998 with assistance from the Arts Commission (AC) and the Planning Department. In April 1999, BOA established a Technical Advisory Committee (TAC) whose members included representatives from BART, MUNI, DPT, Arts Commission, City Planning, and DPW.

In addition, focused discussions were held with public institutions in Civic Center such as the Asian Art Museum and the Main Public Library, to inquire into their needs regarding pedestrian access and exposure.

Mr. Jim Haas, an ardent promoter of the project and President of Civic Pride, envisioned the transformation of the BART/MUNI Civic Center Station into something similar to the European transit stations serving the Tate Gallery in London and the Louvre in Paris. These stations incorporate public information displays and art exhibits as integral parts of their designs. According to Mr. Haas, "The integration of art institutions into the transit stations appears to enliven them and encourage people to take transit to visit the institutions."



## **1.1 OBJECTIVES**

At the first meeting of the Technical Advisory Committee (TAC) overall objectives were discussed.

These can be summarized as follows:

- Link the station to the institutions, i. e., Museum, Library, City Hall etc.
- Create an identity for the station. Make the station “unique” if not “different” from the other stations along Market Street.
- Make the station’s image more vivid, and memorable.
- Improve the station’s “imageability” as defined by Kevin Lynch.

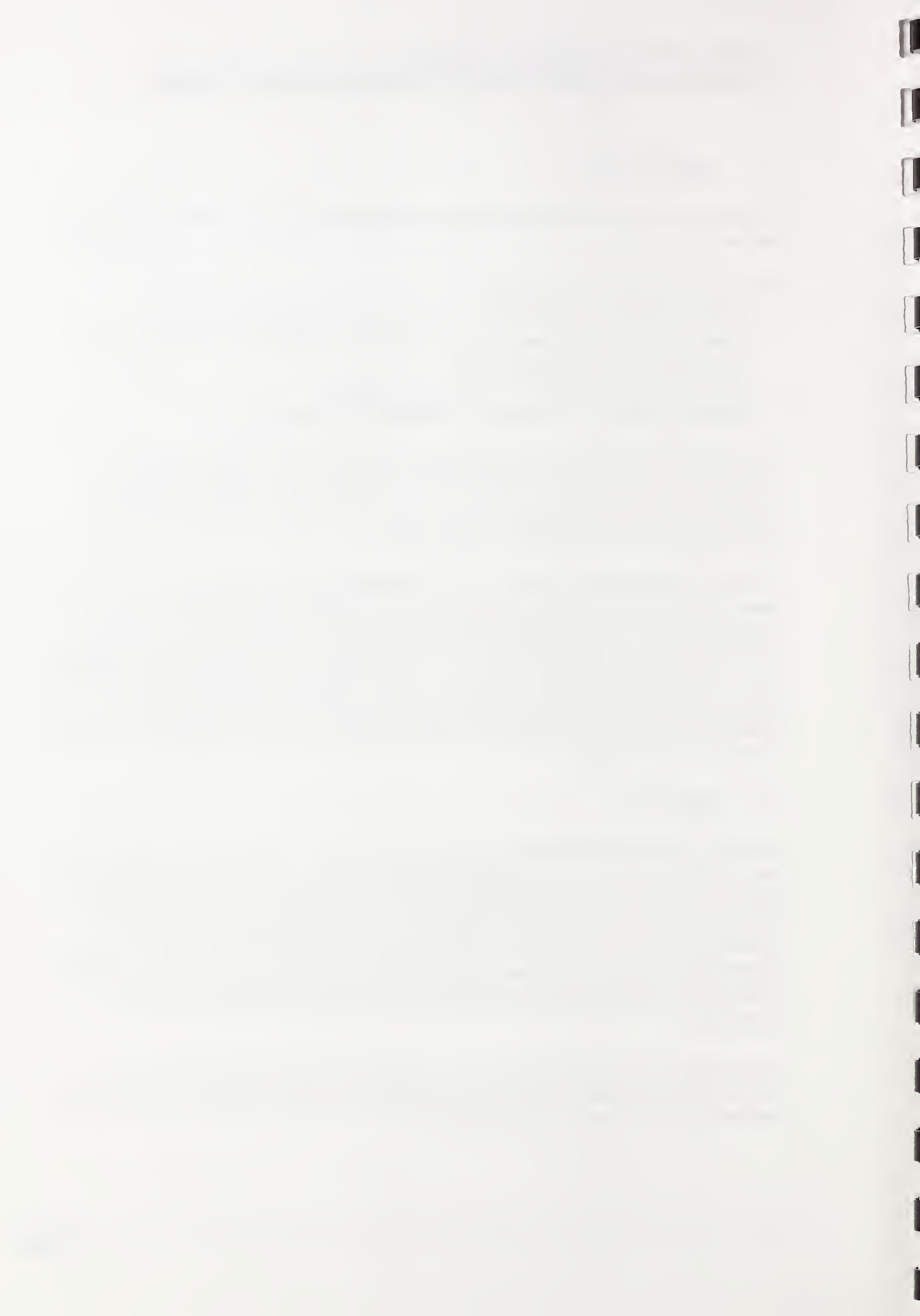
*“Imageability: that quality in a physical object which gives it a high probability of evoking a strong image in any given observer. It is that shape, color or arrangement which facilitates the making of vividly identified, powerful structured, highly useful mental images of the environment.” Kevin Lynch*

Concepts developed were to center around traffic and pedestrian signage and artwork as a means to achieve clear and logical pedestrian routes from the Civic Center. Any new wayfinding system for the District should promote the historic character of the District while emphasizing the full spectrum of cultural life and civic events in the area such as the Farmers’ Market at United Nations Plaza or a performance of the Nutcracker at the Opera House. The museum, the library and performance venues could be brought into the station through displays of museum art objects, calendar of events, banners and art murals depicting related activities.

## **1.2 PROCESS**

As stated in original Transit Authority approval document: “The process will begin with a one-day design charrette to develop the range of alternatives. The alternatives will then be narrowed to about two per issue. Renderings will be prepared for each alternative. The renderings will then be presented to appropriate advisory committees for review and comment. Based on input from the committees, a preferred alternative for each of the two options will be adopted. Schematics for the preferred alternative(s) will be drawn up and a conceptual cost estimate will be developed for the purpose of project funding and programming.”

The Process involved the participation of a diverse group of stakeholders who met to brainstorm ideas, evaluate and synthesize alternatives, and then present their results to the community for their review and final approval.





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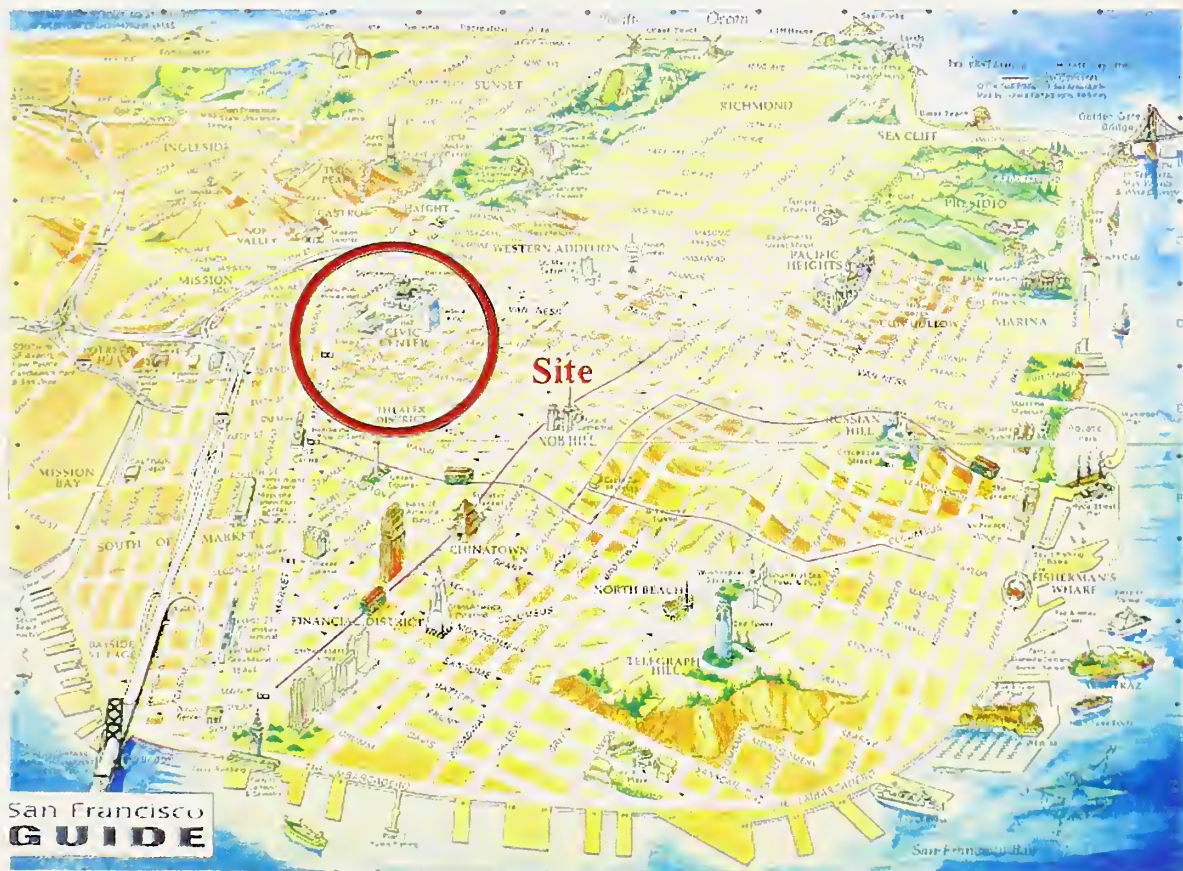
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For this study, the lead agency and facilitator was the Bureau of Architecture who assembled a Technical Advisory Committee (TAC). This committee was represented by the Arts Commission, the Planning Department, the Bay Area Rapid Transit (BART), Municipal Railway (MUNI), the Landscape Architecture Department (DPW), and the Department of Parking and Traffic.

The Bureau of Architecture conducted a series of working meetings, including a site visit. The findings and results of the brainstorming exercise were compiled and documented into this Report.

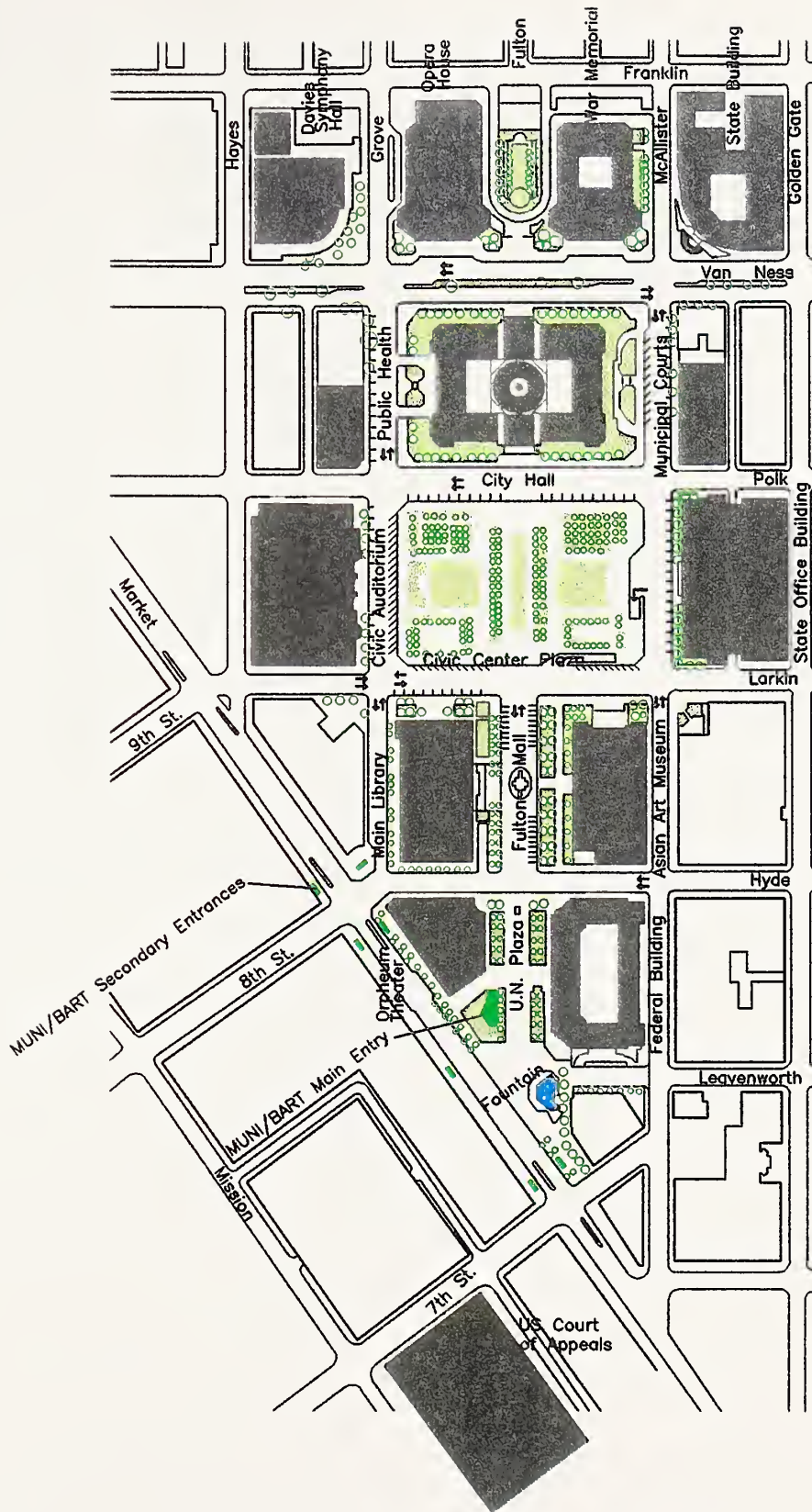
The report was reviewed by representatives from MUNI, BART, and other local institutions who were part of the Technical Advisory Committee. The TAC has recommended the report be presented to the Transportation Authority's Community Advisory Committee for their review and approval.

All comments and ideas generated were incorporated into this report, which will be submitted to the San Francisco County Transportation Authority. The San Francisco County Transportation Authority will then render recommendations for the project's design development and implementation phases.



City and County of San Francisco---Location Map





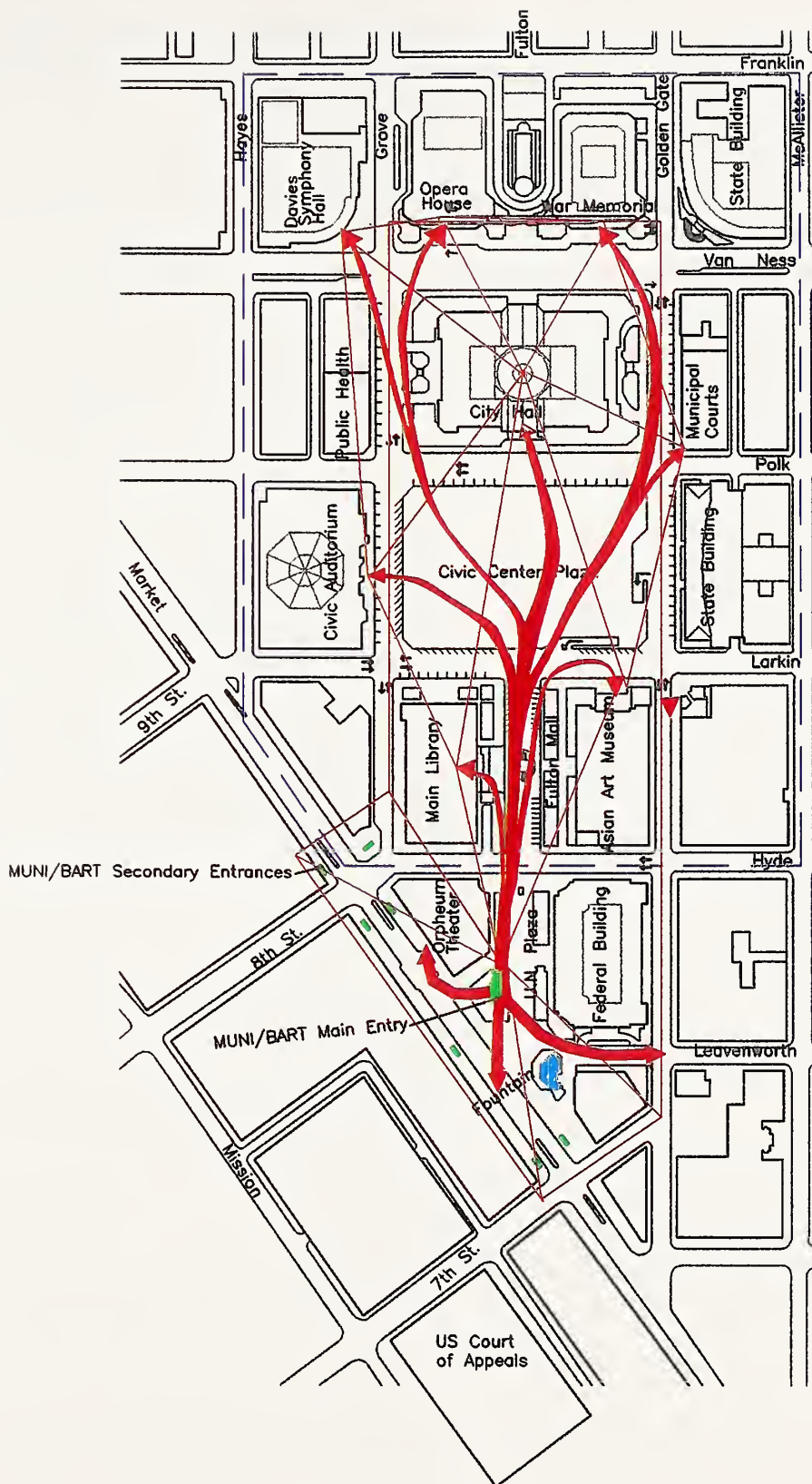
## CIVIC CENTER DISTRICT MAP

0 50 100 200ft









# CIVIC CENTER DISTRICT MAP THE LINKS

0 50 100 200ft







## **2.0 EXISTING CONDITIONS**

The design of the Muni/Bart Station began in the mid-sixties and construction was completed in 1978. The Architect of Record was Reid and Tarics Associates.

Since that time, the Civic Center has witnessed a number of changes: the design and construction of the new UN Plaza, the new Fulton Street Mall, the new SF Main Library, the Opera House, City Hall renovations; changes to the Civic Center Plaza and in-progress conversion of the old Main Library into the new Asian Art Museum.

Although the entire Station is maintained and is generally clean and safe, it is in need of a “face lift”. At the very minimum it requires general cleaning and painting, upgrading of lighting and security systems—similar to the “face lift” work just completed at Powell station at the BART level.

Signage, banners and advertisement have multiplied. The internally illuminated signage boxes are damaged. Escalators and elevators are frequently out of service, undergoing repair. A florist operates out of a painted wood shack and two other retail spaces are housed in a space-frame type of structure. Exposed cables hang below beams at the Concourse Level.

### **Muni/Bart Station**

The Station comprises three underground levels:

1. Concourse Level
2. MUNI Boarding Platform Level
3. BART Boarding Platform Level

#### Concourse Level

The Concourse level is the level closest to the Street. It is connected to the Street by seven entrances, six of which are located along Market Street and one at the United Nations Plaza.

The floor area is divided into (1) public circulation area, (2) MUNI Paid area (area entered by ticket only), (3) BART Paid area, and (4) Services/equipment areas.



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### Boarding Platform Levels (Muni and Bart)

These are levels below the Concourse Level. Muni is located next level below and Bart level is the lowest level.

These levels contain a center-boarding platform with track-ways along either side. Muni is provided with two escalator/stair exits while Bart is provided with four.

### **General Physical Dimensions**

|                          | CONCOURSE | MUNI | BART |
|--------------------------|-----------|------|------|
| Length (feet)            | 820       | 480  | 700  |
| Overall width (feet)     | 80 to 12  | 58   | 58   |
| Boarding platform (feet) | none      | 34   | 34   |
| Ceiling height (feet)    | 12 to 14  | 12   | 10   |

### **2.1 RIDERSHIP**

Ridership indicates the number of patrons in and out of the Civic Center Station. The latest count taken by BART and MUNI respectively was in the month of October 1999 and April 2000.

The present attendance at the Main Library is about 6,000 patrons daily. The expected attendance at the Asian Art Museum is 8,000 weekly when it opens its doors in the Fall of 2002.

The recently completed General Services Agency (GSA) building with an estimated 3,000 employees will also have an impact on the present ridership count.

|       | Weekday | Weekend |
|-------|---------|---------|
| MUNI  | 14,700  | 8,100   |
| BART  | 31,000  | 13,000  |
| TOTAL | 44,500  | 20,000  |

### **2.2 CIRCULATION PATTERNS**

In discussing transit patterns, many passengers in San Francisco use Civic Center as the jumping-off point between Muni Metro and BART, even if only for inter-city trips. These riders transfer to/from BART and Muni Metro and are directed to the mezzanine above either platform. This is an important pattern in San Francisco, and the inconvenience of



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this indirect transfer (rather than being able to go directly from one platform to the other) should be noted.

Within the station, the circulation pattern as exists can be analyzed at each level of the Station.

**BART BOARDING PLATFORM:** Normally a 10-car train at arrival occupies the entire length of the platform, therefore passengers disembark along the entire length of the platform whether the trains travels East (to the East Bay) or West (to Daly City/Colma).

The platform is provided with four exits in the form of escalators and stairs. Escalators are located towards the center of the station, while stairs are located at far east and west ends.

Passengers unfamiliar with the Transit System will disembark anywhere in relation to any exit and in most cases they will take the nearest exit regardless of destination signage placed above escalator/stair. In other instances, he or she will follow the biggest crowd, yet in another instance, he or she will ask another passenger for directions.

The escalator/stair will take the passenger two-flights up to the Concourse level.

**MUNI BOARDING PLATFORM:** Different from the BART circulation pattern, in that normally a 2-car train arrives at opposite ends of the platform, at the west-end for the “OUTBOUND” direction (to various districts of the City), and at the east-end for the “DOWNTOWN” direction.

The platform is provided with two sets of escalator-up and stairs at either end of the platform. Again, passengers unfamiliar with the Station, as they disembark from the train, are presented with two choices only (two exits) and most logically they will take the nearest escalator-up, which is the exit that most people use. So, if they arrived on the “OUTBOUND” train, they will take the west-end exit and conversely, if they arrived on the “DOWNTOWN” train, they will take the east-end exit.

The escalator/stair will take them one-flight up to the Concourse level.

**CONCOURSE LEVEL:** This is the reunion of all six (6) escalators/stairs from below, and they are spaced approximately equidistant along the entire length of the Station. All passengers reach this level within a control area defined by railings, turnstiles and a station agent booth; this area is called “Paid Area”. Each of the MUNI’s escalator/stair lands at a separate MUNI Paid Area. Two of the BART’s escalator/stair lands at separate BART Paid Area—a total of four Paid Areas.

There is a West and East (MUNI/BART) Paid Area. The East Paid Area is the largest and is nearest the “Front Door” exit to the United Nations Plaza on the North side and an exit





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to Market Street on the South side. The West Paid Area is also provided with two exits to Market Street (South and North).

The far ends at this level, also contain two more exits, all to Market Street, forming a total of eight exits to the Street level.

### **2.3 SIGNAGE**

The existing signage is overwhelming, disorganized and confusing. After over twenty plus years of wear and tear, the existing signage system is in need of reassessment. A complete list of all existing signage and advertising, including their approximate location at each level has been surveyed and recorded.

The following is an inventory all existing sign forms. The original signage system uses Helvetica font text with white letters over a black background.

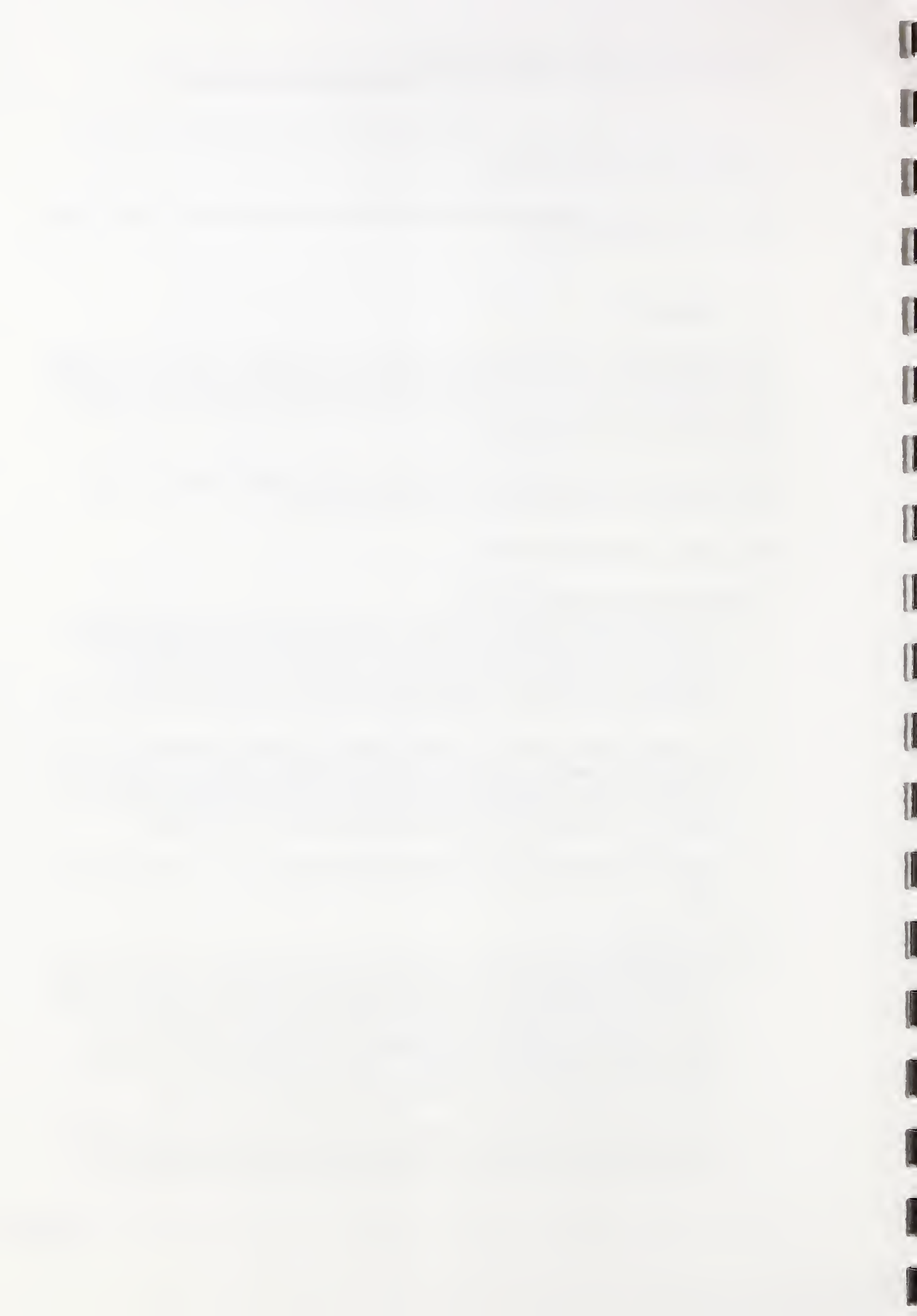
Major signage categories are as follows:

#### **1. Directional/Informational Signage**

- Station name sign: Pendant type about 7" high by 84" long, double back faces in black with 2-1/2" high white cut vinyl letters. Signs are mount parallel to track-ways along the entire boarding platforms, at about 8'-5" above finish floor. Additional ADA-compliance Station name signs are placed along track-way walls.
- Exit signs: Pendant type, 7"x7"x various lengths, internally illuminated boxes, with EXIT letters in yellow, street name, and arrow in white. Signs are mounted across and at foot of stairs/escalators. At MUNI level, these signs do not indicate street names above, consequently MUNI has installed their own painted signs.
- Information Kiosk: Free standing, three-sided, located at Concourse level (BART only).

#### **2. Transit Signage**

- Train destination sign: Similar to Exit signs and located adjacent to them, at BART level only. These signs contain an arrow pointing to the track-way and text reading either "East Bay" or "Colma/Daly City" at either side of platform. These type of signs do not exist at MUNI level, consequently MUNI has installed their own painted signs: "Outbound/Downtown", "J, K, L, M, N Outbound", "N-Judah to Caltrain", "All outbound metro trains board this platform" and others.
- Transit System signs: Similar to Exit signs, with arrows and text reading MUNI, BART and TO ALL TRAINS, at Concourse level. Internally illuminated box



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(16"x24") mounted on post, with MUNI and BART logos. Located at three (3) locations at Street level.

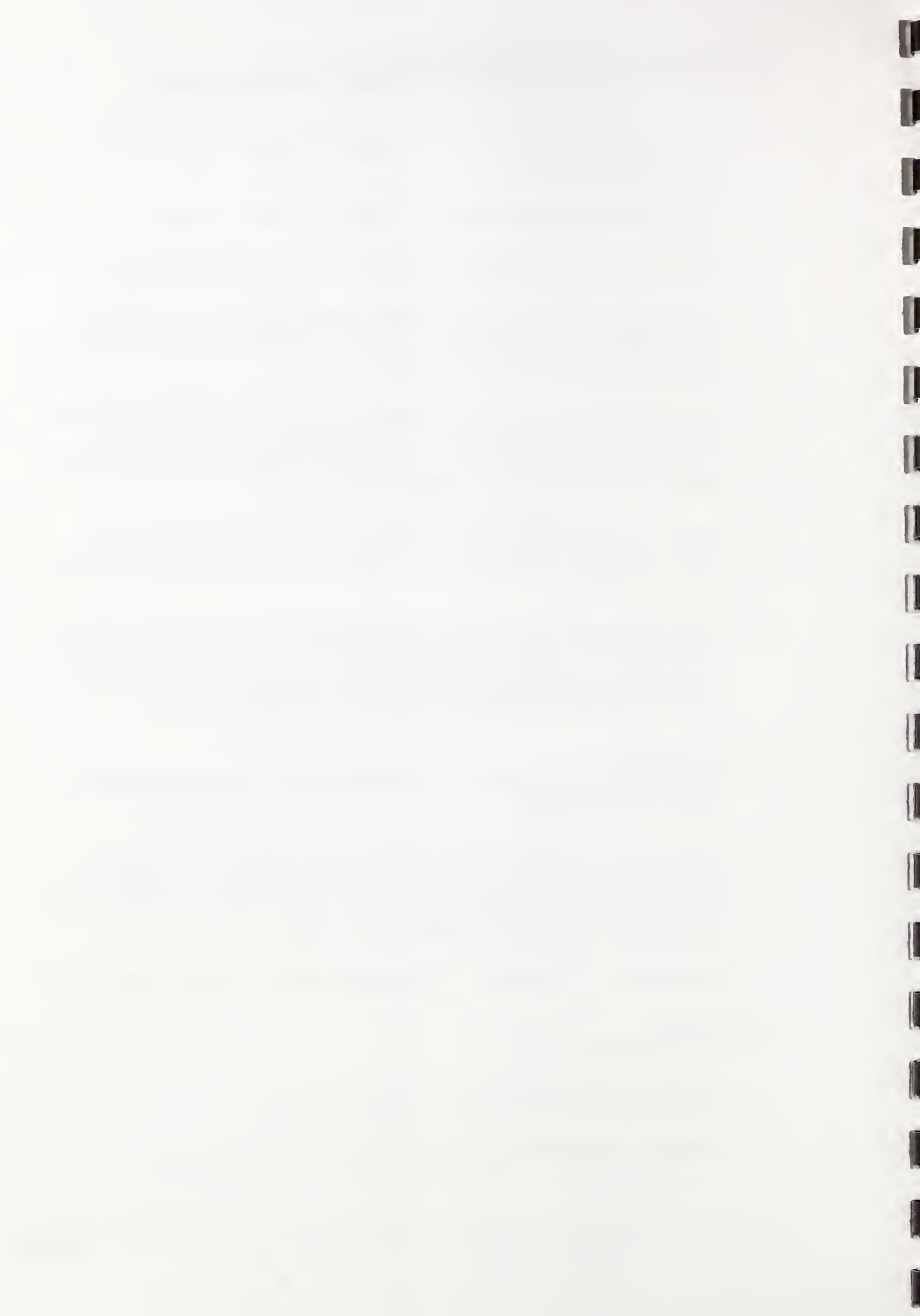
- Transit maps: Stainless steel/ glass cases, 48"x48" mounted on walls.
- Electronic monitors: Pendant type, at BART and MUNI boarding platforms.
- Transit maps: BART has standard 48"x48" porcelain/enamel maps. MUNI has 24"x36" paper maps in glass/metal cases; these are general transit maps. These maps are located at all levels of the Station.
- Proof of payment signs: This type of signage is encountered at MUNI's Paid Area (Concourse) and Boarding Platform only. Painted signs and banners reading "Entering Paid Area", "Paid Area", "Got Proof?" These signs are placed on walls, guardrails and Agent booth, and wherever space permits.
- Regional Transit Connection: Painted signs and maps, attached to walls at all levels of the Station. Additional display cases with maps and schedules are located at Concourse Level.
- Braille and tactile signs: Located at the foot of each escalator and stair. Mounted at both rail/low side- walls, top and side. On one side of the escalator/stair reads: "Civic Center Station/East Bay Platform", on the opposite side reads: "Civic Center Station/Daly City Platform" at BART level. Similar at MUNI.

### **3. Services Signage:**

- Telephone sign: Pendant type, 14'x14" illuminated box, white background with telephone symbol in black.
- Elevator sign: Original sign is white letters on black background. New ADA compliant signs are white text and symbols on blue background. The total count of existing signs: (1) original sign, (2) new ADA sign, (3) ADA tactile sign and (4) Notice announcing elevators temporarily out of order.
- Restroom signs: Original and new ADA signage similar to "elevator" signs.

### **4. Advertising:**

- At Concourse level: 27 (4'x5')
- At MUNI boarding platform level: 14 (11'x5')
- At BART boarding platform level: 24 (11'x5')



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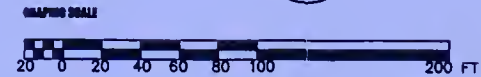
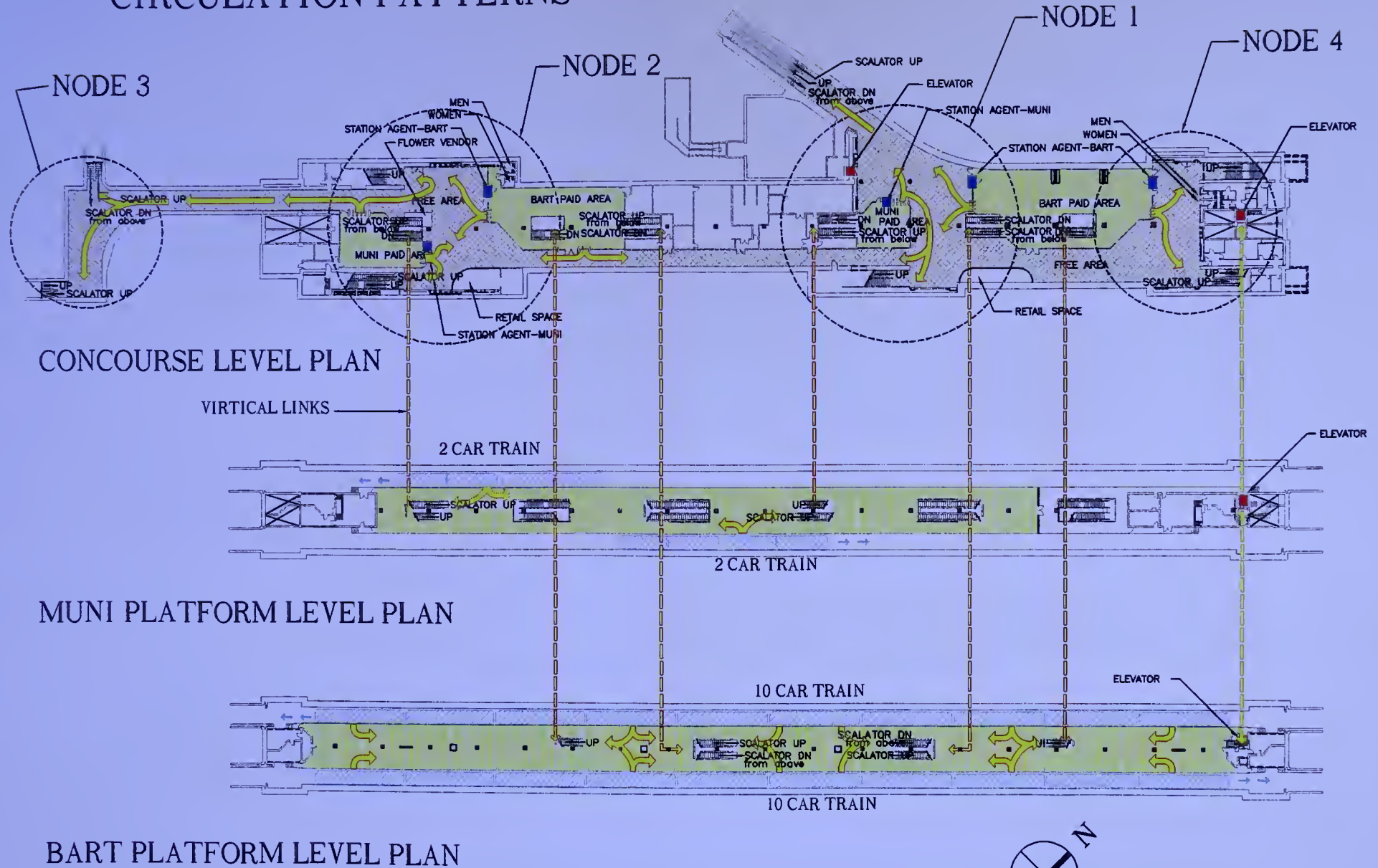
Through the years, additional signage has been installed over original signage:

- Regional Transit Connection signs and maps.
- ADA compliance signage, additional Station's name, elevator, telephone, restroom signage, including braille and tactile signage.
- MUNI's "home made" variety of signage.
- Other miscellaneous signage: "NO SMOKING", "NO EATING", "WATCH THE GAP," etc.



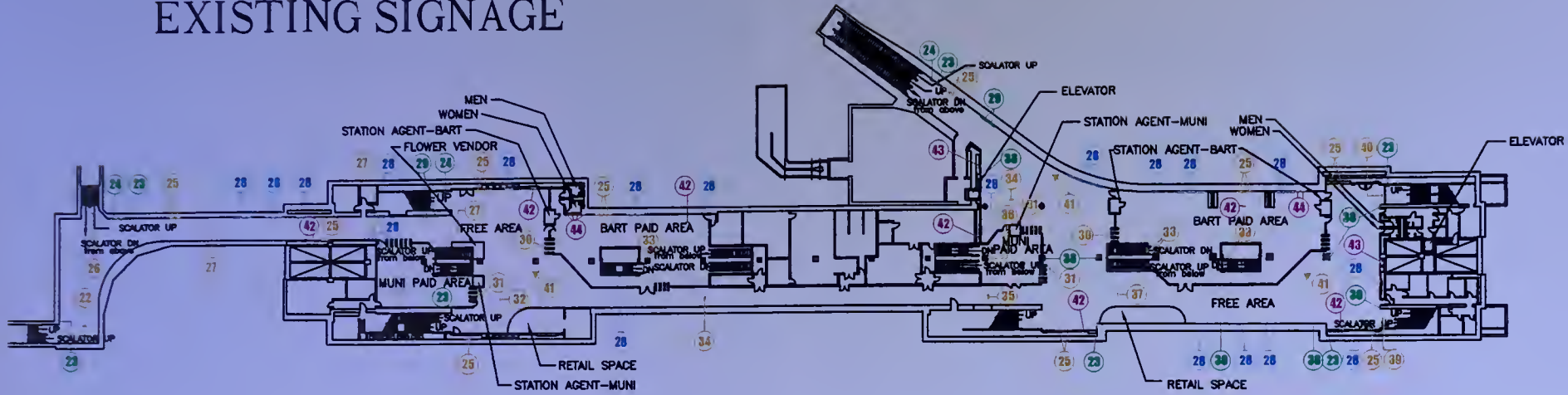


# CIVIC CENTER STATION CIRCULATION PATTERNS

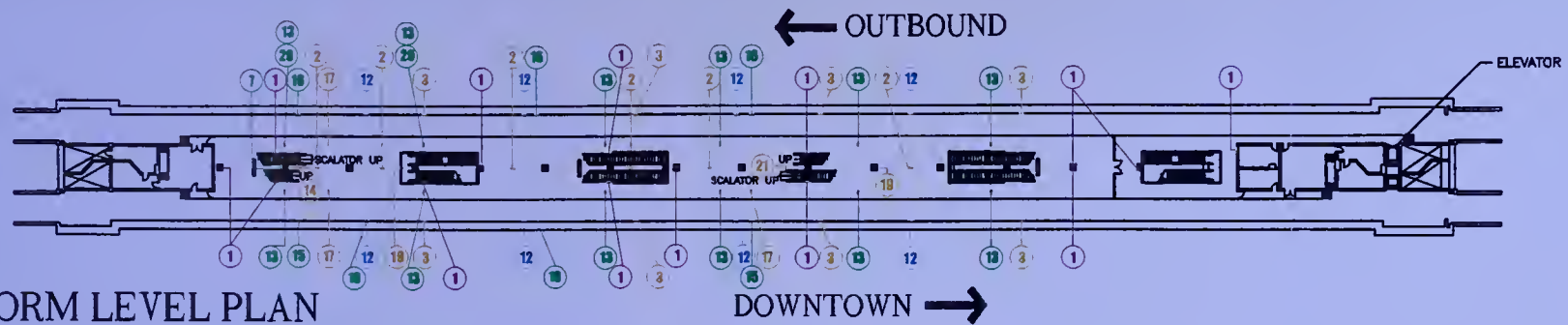




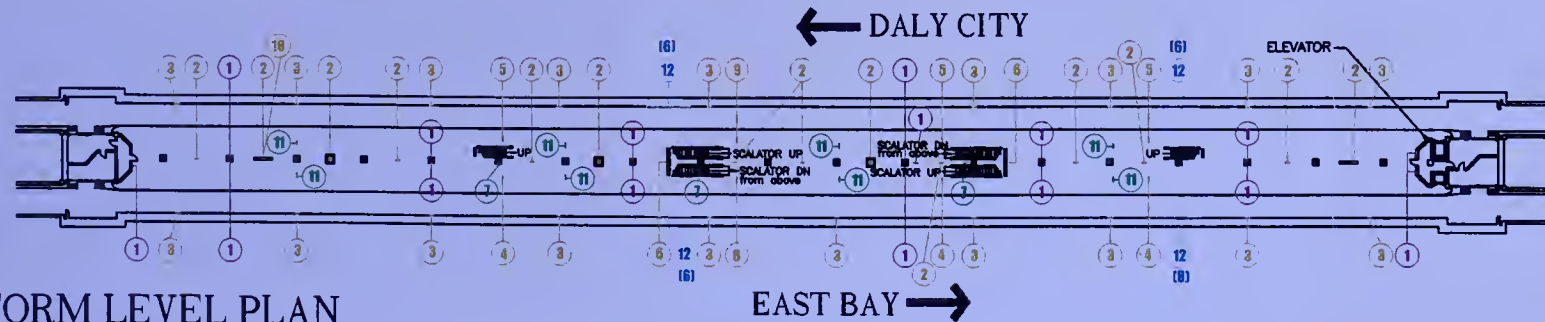
# CIVIC CENTER STATION EXISTING SIGNAGE



CONCOURSE LEVEL PLAN



MUNI PLATFORM LEVEL PLAN



BART PLATFORM LEVEL PLAN

| LEGEND                                |               |
|---------------------------------------|---------------|
| <span style="color: blue;">■</span>   | DIRECTIONAL   |
| <span style="color: green;">■</span>  | TRANSIT       |
| <span style="color: red;">■</span>    | SERVICES      |
| <span style="color: yellow;">■</span> | ADVERTISEMENT |





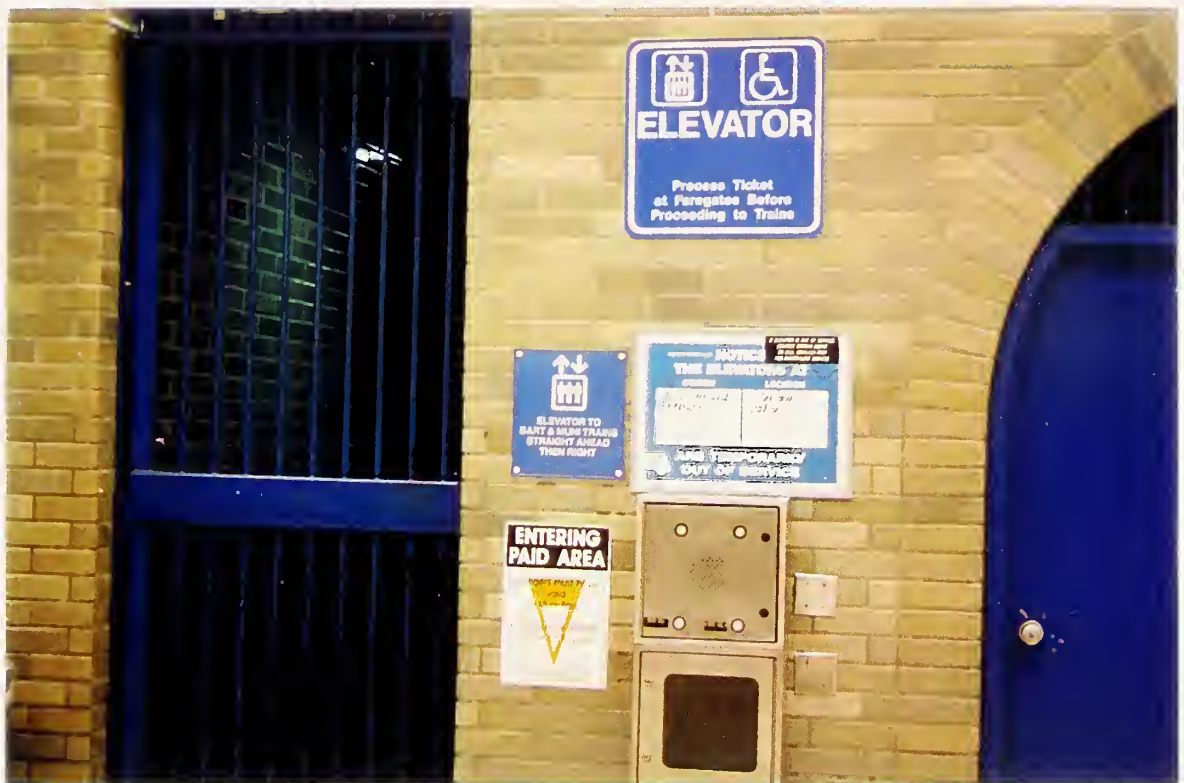




EXISTING SIGNAGE







EXISTING SIGNAGE



# EXISTING CIVIC CENTER STATION SIGN LIST

## □ BART & MUNI LEVEL

### 1. ELEVATOR

2.

|                     |
|---------------------|
| <b>CIVIC CENTER</b> |
|---------------------|

(Both Sides)

### 3. CIVIC CENTER at trackwall (ADA)

4.

|   |                                     |             |                 |   |
|---|-------------------------------------|-------------|-----------------|---|
| ↑ | <b>UN PLAZA<br/>MARKET 7 STREET</b> | <b>EXIT</b> | <b>East Bay</b> | ↘ |
|---|-------------------------------------|-------------|-----------------|---|

(same at reverse side)

5.

|   |                        |             |                                     |   |
|---|------------------------|-------------|-------------------------------------|---|
| ↙ | <b>Daly City Colma</b> | <b>EXIT</b> | <b>UN PLAZA<br/>MARKET 7 STREET</b> | ↑ |
|---|------------------------|-------------|-------------------------------------|---|

(same at reverse side)

6.

|                  |                  |                   |
|------------------|------------------|-------------------|
| <b>Telephone</b> | <b>Fire Hose</b> | <b>Map (BART)</b> |
|------------------|------------------|-------------------|

### 7. REGIONAL TRANSIT CONNECTION

8.

|   |                 |             |                                       |   |
|---|-----------------|-------------|---------------------------------------|---|
| ↙ | <b>East Bay</b> | <b>EXIT</b> | <b>MARKET HYDE<br/>GROVE 8 STREET</b> | ↑ |
|---|-----------------|-------------|---------------------------------------|---|

(same at reverse side)

9.

|   |                                       |             |                        |   |
|---|---------------------------------------|-------------|------------------------|---|
| ↑ | <b>MARKET HYDE<br/>GROVE 8 STREET</b> | <b>EXIT</b> | <b>Daly City Colma</b> | ↘ |
|---|---------------------------------------|-------------|------------------------|---|

(same at reverse side)

10.

|                   |                 |
|-------------------|-----------------|
| <b>Map (BART)</b> | <b>Schedule</b> |
|-------------------|-----------------|

### 11. OVERHEAD MONITOR (BART)

24 at BART level, 14 at MUNI level

### 12. ADVERTISEMENT PANEL (11'x5')

### 13. OVERHEAD MONITOR (MUNI)

14.

|                                                        |                                  |
|--------------------------------------------------------|----------------------------------|
| <b>↑ MARKET STREET ↑<br/>8<sup>TH</sup> HYDE GROVE</b> | <b>DOWNTOWN →<br/>← OUTBOUND</b> |
|--------------------------------------------------------|----------------------------------|

(Front Side)

(Reverse side)

15.

|                                      |                                                      |
|--------------------------------------|------------------------------------------------------|
| <b>N-JUDAH<br/>TO CALTRAIN<br/>←</b> | <b>J,K,L,M,N,<br/>OUTBOUNDS<br/>board other side</b> |
|--------------------------------------|------------------------------------------------------|



# EXISTING CIVIC CENTER STATION SIGN LIST

16.

|                              |                                            |
|------------------------------|--------------------------------------------|
| J,K,L,M,N,<br>OUTBOUNDS<br>← | N-JUDAH<br>TO CALTRAIN<br>board other side |
|------------------------------|--------------------------------------------|

17.

|      |   |
|------|---|
| EXIT | ↑ |
|------|---|

18.

|                   |
|-------------------|
| ← INBOUD BOARDING |
|-------------------|

at trackwall

19. MAP (MUNI)

20.

|                                                                              |
|------------------------------------------------------------------------------|
| ALL OUTBOUND<br>METRO TRAINS<br>Board this platform<br>above MUNI's monitors |
|------------------------------------------------------------------------------|

21.

|                                                                       |                                            |
|-----------------------------------------------------------------------|--------------------------------------------|
| ↑ MARKET STREET ↑<br>7 <sup>TH</sup> JONES McALLISTER<br>(Front Side) | OUTBOUND →<br>← DOWNTOWN<br>(Reverse side) |
|-----------------------------------------------------------------------|--------------------------------------------|

## □ CONCOURSE LEVEL

22.

|      |          |            |   |
|------|----------|------------|---|
| EXIT | 8 STREET | AND MARKET | → |
|------|----------|------------|---|

23. REGIONAL TRANSIT CONNECTION (MAP)

24. REGIONAL TRANSIT CONNECTION (SIGN)

25. BART MAP (Destination & Fares)

26.

|      |        |            |   |
|------|--------|------------|---|
| EXIT | MARKET | GROVE HYDE | ↑ |
|------|--------|------------|---|

27.

|   |      |      |   |
|---|------|------|---|
| ↑ | MUNI | BART | ↑ |
|---|------|------|---|

(side 1)

|      |        |            |   |
|------|--------|------------|---|
| EXIT | MARKET | GROVE HYDE | → |
|------|--------|------------|---|

(side 2)





# EXISTING CIVIC CENTER STATION SIGN LIST

28. ADVERTISEMENT PANELS (4'x5') 27 at concourse level

29. REGIONAL TRANSIT INFORMATION

4 cases (glass) 48"X48"

- POPULAR REGIONAL DESTINATIONS BY TRANSIT
- GOLDEN GATE TRANSIT / SAM TRANS
- BUS BOARDING LOCATIONS
- MUNI (MUNI MAP)

30.

|          |      |   |
|----------|------|---|
| ↓        | BART | ↓ |
| (side 1) |      |   |

|          |      |   |
|----------|------|---|
| ↓        | EXIT | ↓ |
| (side 2) |      |   |

31.

|          |      |   |
|----------|------|---|
| ↓        | MUNI | ↓ |
| (side 1) |      |   |

|          |      |
|----------|------|
| ←        | EXIT |
| (side 2) |      |

32.

|          |      |      |   |
|----------|------|------|---|
| ←        | MUNI | BART | → |
| (side 1) |      |      |   |

|          |          |            |   |
|----------|----------|------------|---|
| EXIT     | 8 STREET | AND MARKET | ← |
| (side 2) |          |            |   |

33.

|               |   |
|---------------|---|
| TO ALL TRAINS | ↓ |
|---------------|---|

34.

|          |      |      |   |
|----------|------|------|---|
| ↑        | MUNI | BART | ↑ |
| (side 1) |      |      |   |

|          |        |               |   |
|----------|--------|---------------|---|
| EXIT     | UNITED | NATIONS PLAZA | ↑ |
| (side 2) |        |               |   |

35.

|          |      |      |   |
|----------|------|------|---|
| ←        | MUNI | BART | ↑ |
| (side 1) |      |      |   |

|          |          |            |   |
|----------|----------|------------|---|
| EXIT     | 8 STREET | GROVE HYDE | ↑ |
| (side 2) |          |            |   |

36. MAP (MUNI)



# EXISTING CIVIC CENTER STATION SIGN LIST

37.

|      |        |        |   |
|------|--------|--------|---|
| EXIT | MARKET | STREET | ↑ |
|------|--------|--------|---|

(reverse side blank)

38. ELEVATOR

- TO STREET
- TO TRAINS

39.

|   |      |      |   |
|---|------|------|---|
| ↑ | MUNI | BART | → |
|---|------|------|---|

(side 1)

|      |          |            |   |
|------|----------|------------|---|
| EXIT | 7 STREET | AND MARKET | ↑ |
|------|----------|------------|---|

(side 2)

40.

|   |      |      |   |
|---|------|------|---|
| ↑ | MUNI | BART | ↑ |
|---|------|------|---|

(side 1)

|      |          |            |   |
|------|----------|------------|---|
| EXIT | 7 STREET | AND MARKET | ↑ |
|------|----------|------------|---|

(side 2)

41. INFORMATION KIOSK

42. PUBLIC TELEPHONE

43. BART TICKET MACHINE

44. ADD FARE MACHINE



### 3.0 CONCEPTUAL SOLUTIONS

#### 3.1 REVISED SIGNAGE SYSTEM

Currently MUNI and BART are in the process of revamping their systemwide Signage programs. BART is developing two signage projects: “Station Pathfinder Signage”, intended to help patrons find the Station within the vicinity area of the stations and “System Sign Program” which addresses general signage within the stations. MUNI has engaged the services of a consultant to address signage systemwide. As a result of their work a transit signage pilot project is already in place at the Embarcadero Station.

Conceptual solutions were developed with the following goals:

- To cue the visitor immediately upon arrival at the boarding platform, directing him/her up to the Concourse level where the “front door” is located. It is at this lowest level that the visitor needs to be presented with an image of what is at Street level. At Street level, this image is reinforced, having given the visitor at least a partial image of what is in front of him/her.
- To formulate a conceptual Directional/Informational Signage System as a Pilot Project and as part of this study.
- To coordinate and collaborate in formulating general design criteria for the on-going improvement process of the system-wide signage system during design and implementation phases of the project.

While this Study mainly addresses Directional/Informational signage the ultimate result should be the coordinated integration of all four different types of signs:

- Directional/informational,
- Transit,
- Service and
- Advertising

The following are specific recommendations that pertain to major Directional/Informational signage items:

- **Station Name:** The original signs are located at the Boarding Platforms, parallel to the track-way. The text of the signs reads “CIVIC CENTER” in 2 ½” high letters which do not conform to ADA (3” high) requirements. To comply with ADA, MUNI and BART have placed additional “CIVIC CENTER” signs (4 ½” high letters) along the track-way walls.





## CIVIC CENTER MUNI/BART STATION PEDESTRIAN AND TRANSIT ACCESS IMPROVEMENTS REPORT

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We recommend enlarging original sign to contain text at least 4" high for station name and secondary smaller text, below station's name, to direct first-time visitor to escalator/stair that exits to Station's "Front Door". Existing signage along track-way walls should be made consistent with revised original signage or deleted. Station name signs at Street level should be redesigned to conform to the style of the proposed new Market Street canopies.

- **Exit signs:** These are illuminated signs located at the foot of escalator/stair within Boarding Platforms and Concourse level. At the MUNI level, these signs read EXIT only. AT Concourse and BART level the signs are larger and in addition to EXIT text, they contain the name of the Street above. We recommend replacement in kind with larger boxes to accommodate larger text. We recommend that instead of the street name, a destination name should be given, e.g., "SF MAIN LIBRARY". Also, exit to the Station's "Front Door" should be identified. Exit signs should be consistent at all levels of the Station and all existing signs should be repaired or replaced, and new signs installed as required.
- **Civic Center Area Maps:** New "You Are Here" maps will help the first-time visitors formulate "a mental map" of the area, before they step out of the Station. They should be located at the two (2) main nodes at the Concourse level, one preferably near the Station's "Front Door" exit. One Area Map should be placed within a new Pavilion at the UN Plaza, immediately outside the Station's "Front Door" at Street level. Others should be dispersed around the Civic Center area to aid in the visitor's return to the Station. Map shall include bike routes. The design of area maps at the street level should relate to the District's history.
- **Local Events (Display):** This is a new item and an essential part of the concept of bringing the activities of the surrounding institutions into the Station. Design of display cases should be consistent and integral part of existing display walls and cases, typically made of stainless steel and glass. They should be installed at the two main nodes at the Concourse level. The updating of posted information should be the responsibility of the respective institution.
- **Information Kiosk:** A new information kiosk to display general local information, calendar of local events, e.g., Library hours, Farmer's Market schedule, coming attractions, bike route, etc. is also recommended. Such a kiosk should be designed similar to, if not identical to, the existing BART Information kiosks. At least two new kiosks should be located at the two main nodes, at the Concourse level; this may require relocation of existing kiosk(s).

BART's Real Estate Services Division has currently released its Request for Development Qualifications and Proposals for the four Downtown Stations in San Francisco. This would have some bearing on the physical location of kiosks and signs.



## **CIVIC CENTER MUNI/BART STATION**

### **PEDESTRIAN AND TRANSIT ACCESS IMPROVEMENTS REPORT**

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- **Transit Map:** New Transit Maps should be devised for Muni, showing the Metro System as independent from the general citywide system. These maps should be placed at MUNI's Boarding platform (2 maps) and at Concourse level (two maps). This work should be coordinated with signage work in progress and should reinforce its collaborative function with BART.
- **Train Boarding/Destination:** All of the existing signs should be repaired or replaced with new. New signs should be provided at MUNI's Boarding platform level, consistent with existing. This work should be coordinated with signage work in progress.
- **Monitors:** New Monitors to provide arrival/departure schedule of trains (BART and MUNI) should be installed at the two main nodes at the Concourse level.

The Real Time Muni monitor at Embarcadero is very popular with riders on the Muni platform, and should be placed here as well. It would be even better if this Muni monitor could be placed on BART's platform, so people transferring from BART to Muni could see when the train they need will be arriving and therefore will not need to make pointless mad dashes through the faregates. Likewise, Real Time BART info at Muni Metro's level makes the same kind of sense. This is, after all, the main BART/Muni Metro transfer point for many trips.



### **3.2 ART ENRICHMENT**

Numerous opportunities exist in the Civic Center Station for artistic signage and identifying imagery that will assist passengers in navigating their way out of the station and in creating a more aesthetically pleasing environment. Arts Commission staff was commissioned to research possible sites and determine preliminary methods and costs for creating artistic wayfinding signage in the Civic Center station. In addition, an ad hoc Civic Center Station Task Force identified other artistic improvement concepts for this station.

#### **Arts Commission Proposal for Wayfinding Murals**

Arts Commission staff submitted a proposal for wayfinding signage murals, including a designation of potential sites and a description of the process for selecting artists to create design proposals, including the involvement of community members. Arts Commission staff determined a cost estimate based on a specific number of proposed artworks and the associated administrative costs.

The study was based on the current configuration of the Civic Center concourse level. If the proposed wayfinding murals are implemented, a reassessment of the proposed mural sites will be necessary, based on possible renovations to the station, including other uses of existing wall space, as determined by BART and MUNI.

Arts Commission staff is recommending the installation of four large tile or porcelain enamel wall wayfinding murals, each approximately three feet high and twenty feet long, to direct transit users to their destinations, as well as smaller wall artworks in the long station hallways to direct passengers toward an appropriate exit. The recommendation is to locate the large wayfinding murals on the walls adjacent to four key exits:

- North exit near Hyde Street
- United Nations Plaza, north exit
- Seventh Street, north exit
- Seventh Street, south exit

The smaller murals, measuring approximately three feet high and five feet long, are recommended for installation at the following hallway entrances:

- West hallway, east end
- East hallway, east end
- East hallway, west end

In addition, Arts Commission staff is recommending replacement of the City Hall medallion at the Grove/Hyde exit with a new porcelain enamel artwork.





## **CIVIC CENTER MUNI/BART STATION PEDESTRIAN AND TRANSIT ACCESS IMPROVEMENTS REPORT**

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Working with community members, artists selected through a competitive process facilitated by the Arts Commission would design specific imagery for each mural that evoked a civic destination or neighborhood feature adjacent to the exit at which the mural is installed. For example, at the exit nearest the new Main Library, the tile mural might include images of books; near the Farmer's Market exit, fruit and vegetables might be incorporated into the overall design. The murals would not be intended to indicate all of the nearby destinations; other destinations would be included in the larger signage project.

All artwork designs and locations will require the approval of the Arts Commission, as well as BART and MUNI, prior to implementation.

The Arts Commission staff has provided a budget for the wayfinding mural project based on the specific elements described above.

### **Other Station Art Enhancement Recommended by the Civic Center Station Task Force:**

#### **1. Platform Level**

Additional artistic signage possibilities explored by the Civic Center Station Task Force include the development of identification imagery and signage on the platform level to assist arriving transit riders to recognize the Civic Center Station. In addition to expanded coordinated signage on the platform level, large photomontages incorporating historic photographs of the Civic Center might be interspersed between ad panels on the station's walls. Also, in order to direct exiting passengers from the lowest level, highly visible light sculptures or banners might be incorporated near escalators designating nearby destinations.

#### **2. Concourse Level**

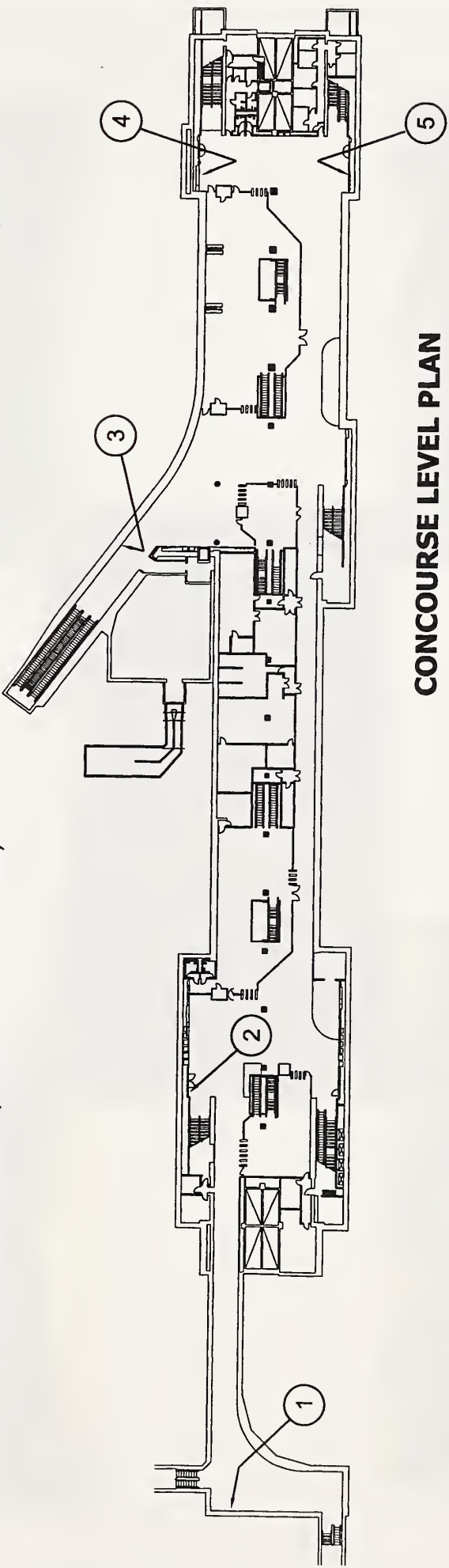
The Asian Art Museum has expressed interest in developing an ongoing exhibition of the artwork from their collection on the concourse level, possibly with posters advertising current events at the Museum. The Public Library might be approached about developing a similar exhibition program.

Refer to the following diagrams for illustrations of these proposals.



**PROPOSED LOCATIONS FOR NEW ARTWORK**

- 1 EXISTING GRAPHICS TO BE REPLACED WITH NEW ARTWORK
- 2 NEW WAYFINDING ART MURAL (LIBRARY THEME)
- 3 NEW WAYFINDING ART MURAL (CITY HALL THEME)
- 4 NEW WAYFINDING ART MURAL (FARMER'S MARKET THEME)
- 5 NEW WAYFINDING ART MURAL (COURTHOUSE THEME)



**CONCOURSE LEVEL PLAN**

**CIVIC CENTER STATION**



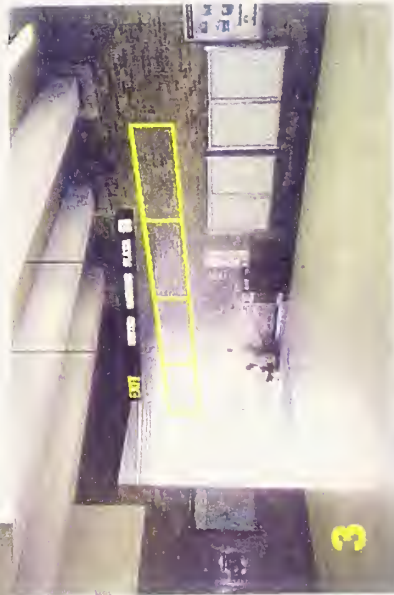
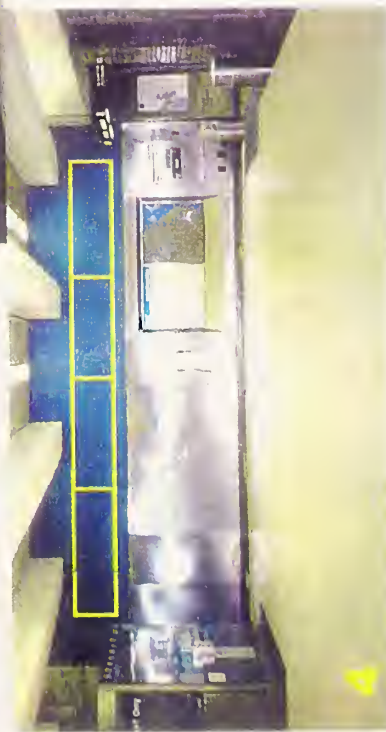
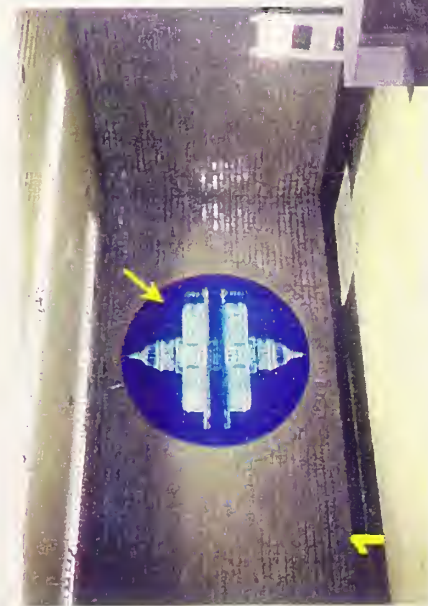
GRAPHIC SCALE





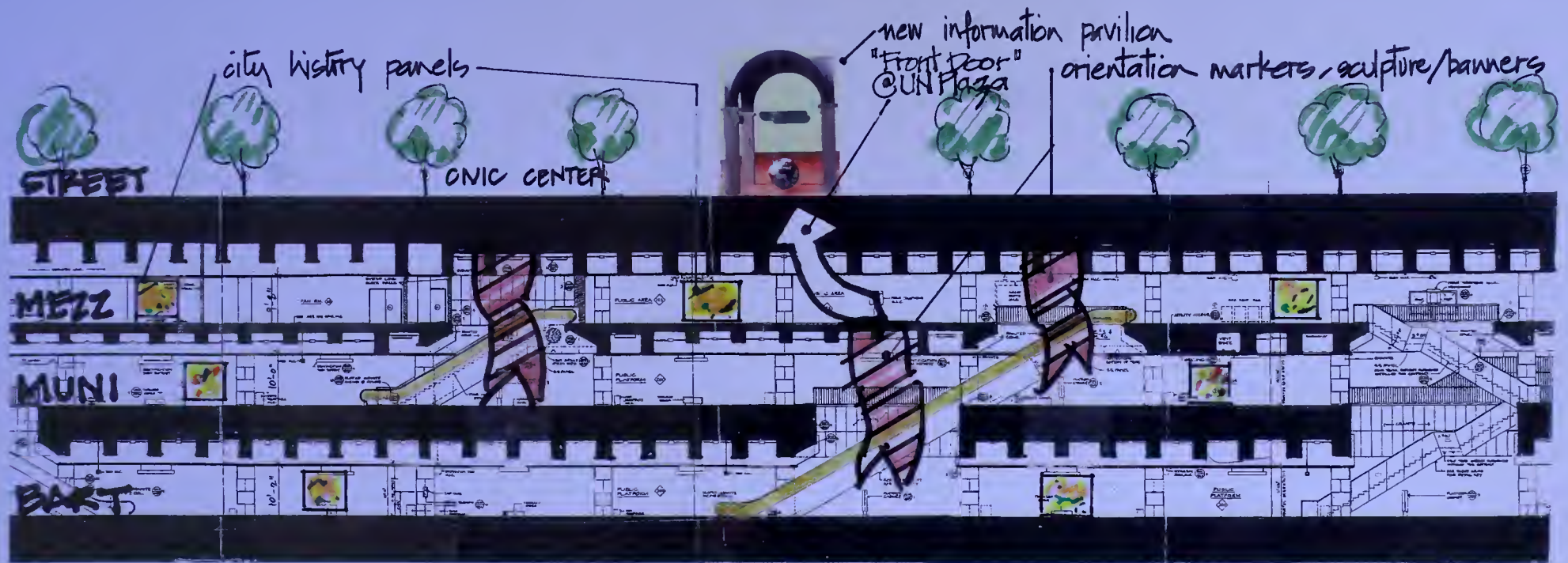


PROPOSED LOCATIONS  
FOR NEW ART MURALS









## Additional Station Identity/Orientation Concepts

CIVIC CENTER STATION  
LONGITUDINAL SECTION (PARTIAL)



### **3.3 NEW WAYFINDING/IDENTITY LANDMARKS**

The recommended new wayfinding/identity landmarks above the station are four canopies located along Market Street and one pavilion located at the United Nations Plaza.

- **Purpose**

- (1) Create/improve IMAGE of the station--along Market Street.
- (2) Identification of Station's "front door"—at street level (UN Plaza).
- (3) Protection of mechanical escalators--from direct weather elements.

- **Context**

Within the limits of the project, at least four distinctive spatial nodes are identified.

- (1) Market Street, San Francisco Main Street original layout dating back to the early 1800's with a dominant edge running east-west almost perpendicular to the United Nations plaza axis. A collage of architectural styles, thus represented in the building facades characterizes the streetscape. Other features of the street-scape are the brick sidewalks with granite curbs, the historical tear-drop street lights, the sycamore trees, the running historical street-cars, J.C. Decaux newsstands, public toilets, and advertisement kiosks.
- (2) United Nations Plaza was designed in the mid-1970's. The pedestrian esplanade emphasizes east-west axis from Market Street to City Hall. The space is flanked on the east side by the city-block long Federal Building designed in the Beaux-Arts style with the rear of the Orpheum Theater, a historical landmark, on the south side. The main architectural features are brick and granite pavers, granite-pylon-type light fixtures, fountain with monolith granite sculpture, grass lawns and sycamore trees. This space contains the main entrance to the underground station, with granite curb walls and anodized aluminum railings.
- (3) Fulton Street Mall designed in the 1980's. The space is continued in the east-west axis between the UN plaza and the Civic Center Plaza. The space is flanked by the old Main Library (now Asian Art Museum) designed in the Beaux Arts style on the east side, and the new Main Library. Pioneer Monument occupies the center of the street with one-way vehicular traffic on each side of the monument. Polarded sycamore trees are located along the entire block on the old Library side, new sycamore trees were planted on the side of new Main Library.
- (4) Civic Center Plaza originally designed in the Beaux-Arts style in 1912. The plaza has gone through a severe transformation so that none of the original configuration or features remain. The plaza was redesigned with the construction of Brooks Hall and Parking Garage in 1959.





## **CIVIC CENTER MUNI/BART STATION PEDESTRIAN AND TRANSIT ACCESS IMPROVEMENTS REPORT**

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The recently restored City Hall terminates the continuous open space (UN Plaza, Fulton Mall and Civic Center Plaza) at the west end. The State Building contains the entire north of the Civic Center Plaza; similarly the Civic Auditorium is located at the south side. All three buildings are historical landmarks representative of the Beaux-Arts style.

- **Style**

The style of Market Street canopies is very much defined by context. A contemporary version of the Art Nouveau canopies, built for the Metro in Paris, fit in with the overall scene of Market Street. In particular, it reinforces the French-made J.C. Decaux Street furniture, light fixtures and sycamores.

Again the new pavilion, marking the station's "front door" at the UN Plaza is designed to be in context. A contemporary version of a classical pavilion fits in with the informal and modern style of the Plaza.

Both Market Street and the UN Plaza are located outside the limits of the Civic Center Historic District.

- **Design and Materials**

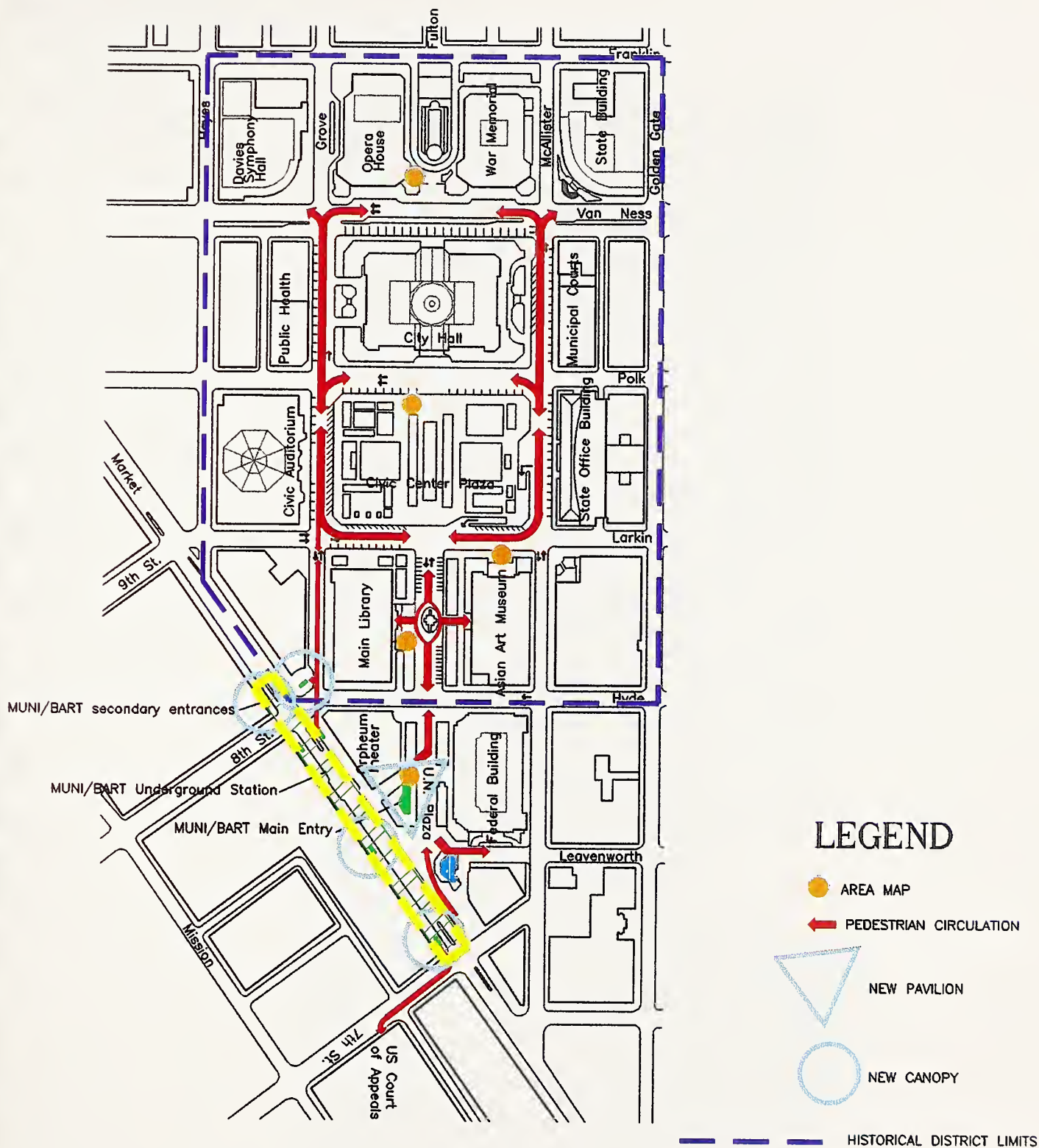
The Market Street canopies are designed to employ cutting edge technology of glazed roofs utilizing exposed edge laminated glass through-glass seismic support connectors made of brushed stainless steel. Painted steel superstructure and specialty lighting complete these canopies.

The Pavilion at the U.N. Plaza is designed utilizing the same architectural vocabulary of the Plaza. The four granite columns supporting the groined vault are similar in size and profile as the granite colonnade/light fixtures of the Plaza. The height of the Pavilion matches the height of the arched windows of the modern building closest to the station entrance. The use of four-sided arched Pavilion is consistent with the arched windows of all the buildings framing the Plaza space. The groined vault can be made of pre-patina copper or zinc.

The Pavilion is intended to be a sculpture, similar to the existing fountain.







# CIVIC CENTER DISTRICT PLAN PROPOSED WAYFINDING MARKERS





Information Pavilion







Market Street Canopy





### **3.4 STREET IMPROVEMENTS: Safety and Access**

The following are preliminary solutions to pedestrian conflicts at crosswalk, most critically at the Market/Hyde/Grove intersection. In addition, other street crosswalks and access/safety problems are noted. Tom Sorrentino of the City's Department of Parking and Traffic prepared the solutions for street crosswalks conflicts.

#### **Market/Hyde/Grove Intersection (Solutions):**

##### Alternative 1 --Full or Partial Closure of Grove Street

This proposal as suggested by the Task Force requires that several important issues must be adequately addressed before a final determination can be made, including:

- Impacts on emergency vehicle access (need mountable curb design)
- Impacts on deliveries to businesses on the south side of Grove
- Impacts to local circulation (Main Library access, through traffic on Grove)
- Bicycle access between Larkin and Hyde
- Future development plans for property on south side of Grove
- Provision of an adequate turnaround area

Shuttle buses (CHW shuttle) and passenger drop-offs for Civic Center Station access currently take place at Grove Street near Hyde Street. This appears to be a key transfer point into the BART system. Also Grove Street provides shuttles with a convenient place to pick up and drop-off passengers and does not impede busier streets. Grove Street also is part of the San Francisco bicycle network. Currently conflicts occur when shuttles and cars park in the bike lanes at this intersection. We suggest eliminating a few of the metered spaces near the station on Grove and replace these spaces with a white passenger loading zone so that the vehicles are out of the way of bicyclists.

Grove Street is also widely used for delivery or drop-off of Library patrons.

These issues would need to be addressed in a separate comprehensive study to identify advantages and disadvantages.

##### Alternative 2 --Make Grove Street One-way (Eastbound or Westbound):

While this proposal is also viable, many of the same issues need to be evaluated, namely, impacts on deliveries, bicycle access and through traffic access on Grove.

Moreover, most experts in the field of pedestrian-oriented planning are actively seeking to reduce, not increase the number one-way streets. At the very least, a discussion of the pros and cons of one-way streets should be evaluated.



## **CIVIC CENTER MUNI/BART STATION PEDESTRIAN AND TRANSIT ACCESS IMPROVEMENTS REPORT**

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### Alternative 3 --Modify Signal and Open the North Crosswalk across Hyde Street:

This proposal is also feasible, allowing pedestrians to cross Hyde Street at the north curb line of Grove Street, providing that direct access from the BART station exists on the NE corner to the Main Library. The signal operation would also be modified to provide a "pedestrian scramble" phase, whereby pedestrians would be able to cross Hyde and Grove Streets at the same time. This alternative could also be implemented in conjunction with one of the other alternatives as well

### **Additional Improvements**

The potential to improve pedestrian access and safety at other intersections around the Civic Center Station was also investigated. A summary of each is as follows:

- A. **United Nations Plaza** - The fountain at the foot of Leavenworth blocks direct access and sight lines for pedestrians to and from the station's entrance. The obstruction of the fountain and the nooks and crannies it conceals and that patrons must walk alongside impedes access to the station.

Pedestrian shortcuts from United Nations Plaza to Leavenworth have also worn down landscaping, indicating a need for better pedestrian planning.

Presently, additional lighting and a low fence around landscaping areas are being implemented under "United Nations Plaza Renovation," a DPW/Landscape project.

- B. **Four intersections around Civic Center Plaza** - All four corners of the plaza currently have elongated and angled crosswalks due to the wider streets and corner setbacks. This situation can be improved by either narrowing the streets (thereby widening the plaza) or by constructing corner bulbs to straighten and shorten the crossing distances. The estimated cost of these improvements is difficult to determine at this point since it will depend on many factors, such as the actual design selected, impacts on drainage and the extent of required signal or streetlight modifications.



## **CIVIC CENTER MUNI/BART STATION PEDESTRIAN AND TRANSIT ACCESS IMPROVEMENTS REPORT**

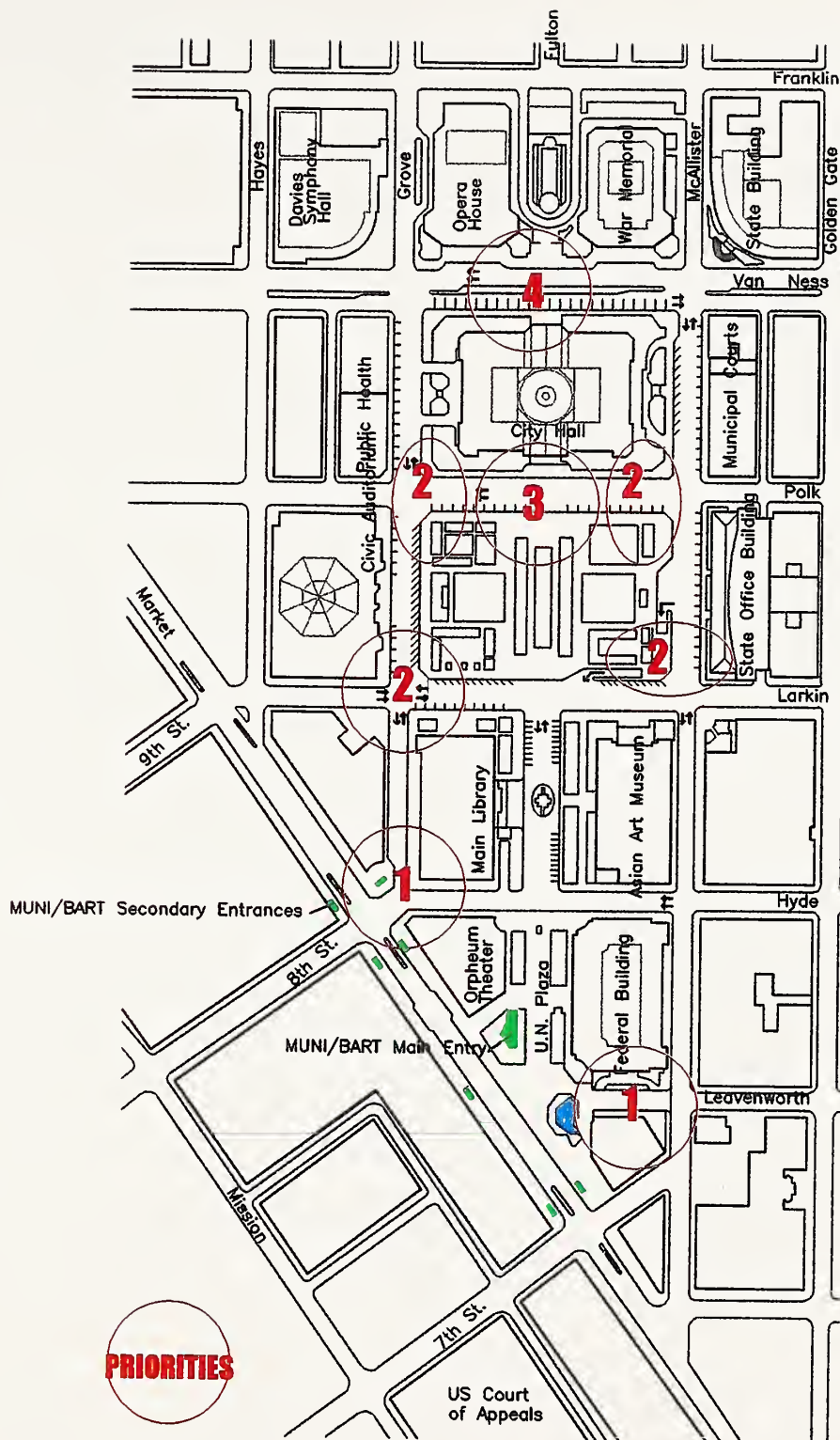
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- C. **Mid-block Crossing on Dr. Carlton B. Goodlett Place** - There is currently a marked crosswalk in front of City Hall that is not controlled by STOP signs or signals. Our observations are that this crosswalk has been operating relatively safely since the opening of City Hall and other Civic Center buildings. A proposal had been made in the past to signalize this crosswalk; however, we currently do not recommend that a signal be installed. There are concerns regarding the benefits as well as the aesthetics of a signal at this location. An alternative to a signal would be to install an in-pavement crosswalk lighting system. This is an experimental concept currently in use in several cities in California and soon to be tested in San Francisco. There may be some aesthetic issues with this as well related to the placement of the pedestrian activation devices which may be push buttons on poles or bollards with infra-red beams.
- D. **Signalized Mid-block Crossing on Van Ness at City Hall/War Memorial Plaza** - A proposal has also been made to construct a signalized crossing across Van Ness in front of City Hall, connecting Civic Center to the War Memorial buildings west of Van Ness. This proposal would need further in-depth review to adequately assess the impacts to traffic on Van Ness Avenue. We do not or would not support or recommend this idea until such study is completed.
- E. **Bicycle Access to Station** – Bicycle "stair channels" along the stairways leading from the street level into and out of the station concourse are recommended. These stair channels allow bicyclists to wheel their bicycles down the stairs instead of having to carry their bicycles. The stair channels have already been installed in a trial basis at the Berkeley BART station.

In terms of the priority of each of these proposals, we would suggest the Market/Hyde/Grove intersection and Leavenworth access improvements be considered as the highest priority, followed by reconstruction of the four corners of the Civic Center Plaza. The in-pavement crosswalk lighting system on Dr. Carlton B. Goodlett Place and the mid-block signal on Van Ness should be considered a lower priority.







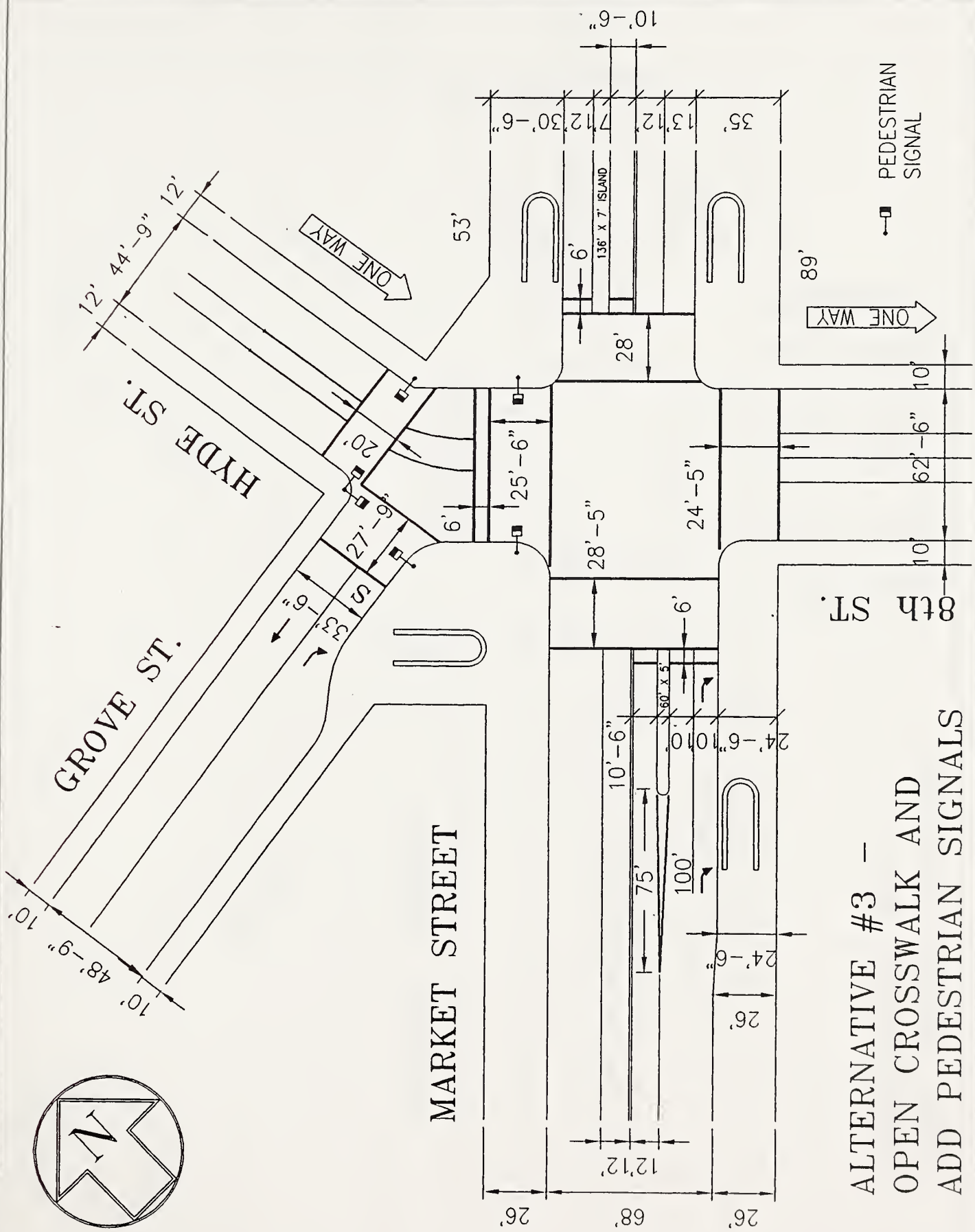
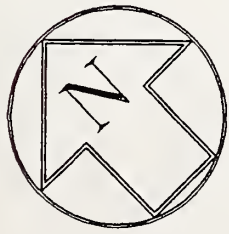
**PRIORITIES**

## PEDESTRIAN CONFLICT CROSSWALKS

0 50 100 200ft

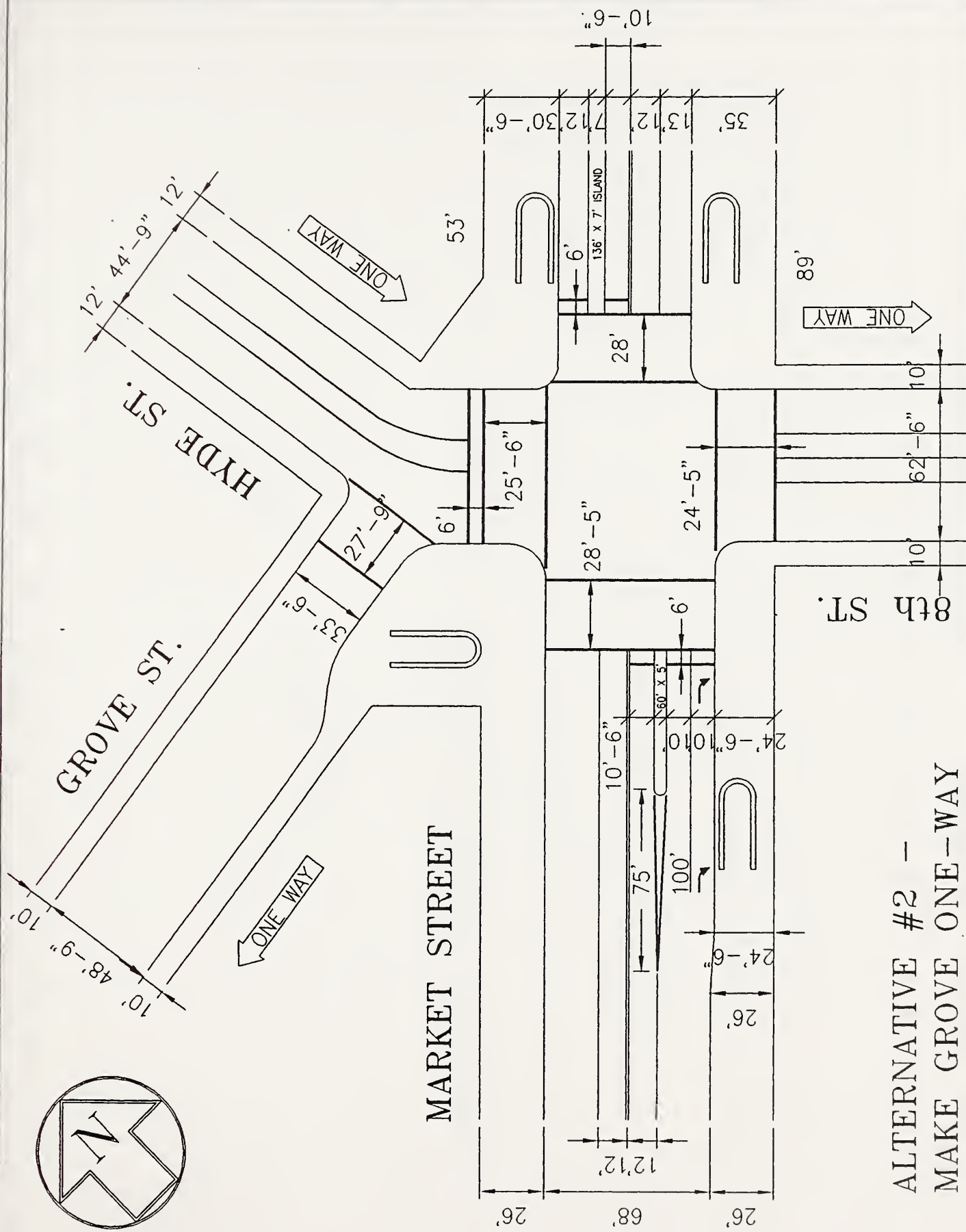
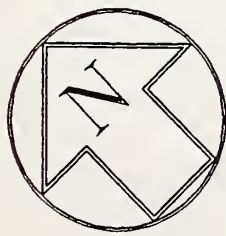






ALTERNATIVE #3 -  
OPEN CROSSWALK AND  
ADD PEDESTRIAN SIGNALS

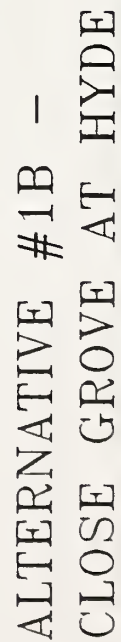




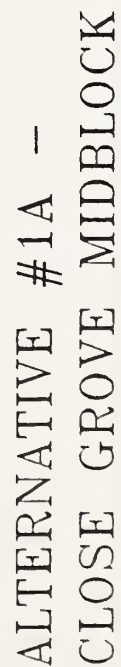
ALTERNATIVE #2 -  
MAKE GROVE ONE-WAY













## **4.0 RECOMMENDATIONS**

It is not practical to address signage problems alone without contemplating the needed maintenance and repair of the interior spaces of the Station. Then again, it is not enough to just fix-up the Station without addressing its surroundings, namely unsafe street crosswalks pathways, and alienating urban open spaces.

The technical advisory team, after having reviewed the findings and proposals in the report makes the following recommendations for the MUNI/BART Civic Center Station in conformance with the original goals of the study:

1. Reorganization of Signage at all Boarding Platform Levels and the Main Concourse Level
  - A. Duplicate signage or signage with redundant information should be removed.
  - B. A comprehensive signage improvement program to be adopted by both BART and MUNI within the existing joint use agreement should be developed.
  - C. Outdated informational signage should be removed.
  - D. Signs with related information should be combined where possible.
  - E. The number of maps should be reduced with maps located at key focal locations.
  - F. Signage with critical information should be given priority over private advertisement needs.
3. Provision of New Signage with Clear Graphics and Language
  - A. A new signage format to meet the needs of the transit user as well as the respective transportation agency should be developed.
  - B. Signage experts should be retained to develop appropriate graphics with accessibility in mind.
  - C. A hierarchy of directional signage pointing towards destination points in addition to street names should be provided.
  - D. Transit signage that enhances, not competes with, directional signage should be developed.
  - E. Main exit / entrance points for the pedestrian, both underground and above ground should be established.
3. Incorporation of Art Enrichment
  - A. City history panels for each platform level that relates to the Civic Institutions in the Historic District should be created.
  - B. Facilitated by the Arts Commission, large wayfinding artistic murals in permanent media identifying either nearby civic institutions or neighborhood features on the concourse level walls should be installed adjacent to various key exits.





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- C. Facilitated by the Asian Art Museum and Main Library, an ongoing exhibition of items from their collection and posters promoting their current exhibitions should be installed at concourse level.

### **4. Connection of the Station to the District**

- A. A unique identity for the station by improving the main entry points should be developed.
- B. Canopies or other minor structures that would distinguish and identify the Station's historic setting should be considered.
- C. District maps should be added at the main concourse level and the street level to orient the visitor within Civic Center.
- D. Additional orientation maps throughout the district that allow pedestrians locate the station and other destination points with ease should be incorporated.
- E. Street improvements that address pedestrian safety and access should be considered.

### **5. Working within the City's Urban Context**

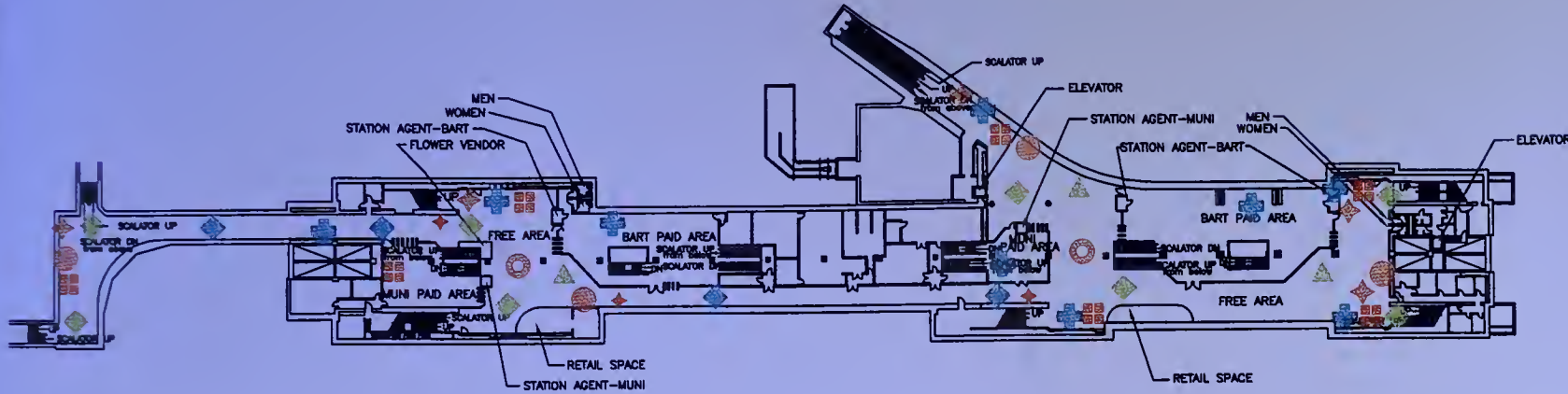
- A. All signage, art and other improvements should be coordinated with ongoing efforts such as the Downtown Pedestrian Signage Plan and MUNI/BART's in-house projects.
- B. A signage format that is sensitive to the local character of the district should be developed with input from the local community.

Overall order of magnitude of costs are provided for some of these recommendations.

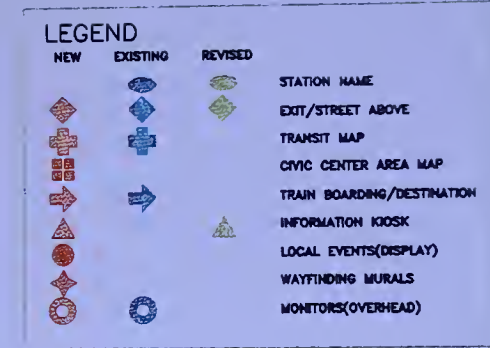
Each jurisdictional agency involved will need to evaluate and reach consensus on the proposed solutions before the Transportation Authority authorizes any funds for future design and implementation. If implemented the proposed improvements would constitute the most comprehensive pedestrian wayfinding effort undertaken in the Civic Center since its creation in 1912.



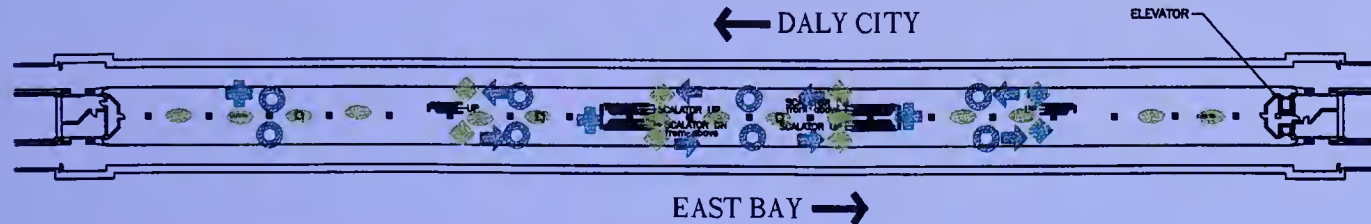
# CIVIC CENTER STATION PROPOSED SIGNAGE & WAYFINDING MURALS



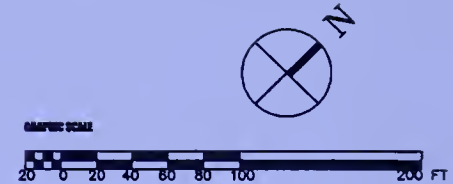
CONCOURSE LEVEL PLAN



MUNI PLATFORM LEVEL PLAN



BART PLATFORM LEVEL PLAN





## **5.0 ORDER OF MAGNITUDE CONSTRUCTION COSTS**

The following represents order of magnitude construction costs for various elements proposed in this study. These costs should be used only to guide future planning to develop a complete scope of work.

|    |                                                                                                           |           |
|----|-----------------------------------------------------------------------------------------------------------|-----------|
| A. | Directional Signage Improvements:<br>New and modified signs                                               | \$225,000 |
| B. | Art Enrichment (Arts Commission)                                                                          | \$300,000 |
| C. | City History Panels/Other Exhibits                                                                        | \$150,000 |
| D. | Station's Identification Structures:<br>Four Glass Canopies at Market St. and<br>one pavilion at UN Plaza | \$920,000 |
| E. | Hyde/Grove/Market St. intersection (alt 3)                                                                | \$75,000  |

Funding for the next phase "Programming and Planning" should include the following:

|    |                    |          |
|----|--------------------|----------|
| F. | Planning           | \$40,000 |
| G. | Community Outreach | \$15,000 |
| H. | Project Management | \$30,000 |
| J. | Schematic Design   | \$70,000 |

Full design and construction management costs and contingencies are not included and will have to be added after the "Programming and Planning" phase is completed.





## 6.0 PRELIMINARY SCHEDULE

The following is a preliminary schedule indicating general time frames for various activities. As with the costs developed, this schedule should be used for initial planning purposes only. When complete scope of work and budget is established, this schedule can be defined more fully.

|              | YEAR 1 |   |   |   |   |   |   |   |   |    |    |    | YEAR 2 |   |   |   |   |   |   |   |   |    |    |    | YEAR 3 |   |   |   |   |   |   |   |   |    |    |   |  |  |
|--------------|--------|---|---|---|---|---|---|---|---|----|----|----|--------|---|---|---|---|---|---|---|---|----|----|----|--------|---|---|---|---|---|---|---|---|----|----|---|--|--|
|              | 1      | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 1      | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 1      | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | # |  |  |
| Conceptual   |        |   |   |   |   |   |   |   |   |    |    |    |        |   |   |   |   |   |   |   |   |    |    |    |        |   |   |   |   |   |   |   |   |    |    |   |  |  |
| Approvals    |        |   |   |   |   |   |   |   |   |    |    |    |        |   |   |   |   |   |   |   |   |    |    |    |        |   |   |   |   |   |   |   |   |    |    |   |  |  |
| Design       |        |   |   |   |   |   |   |   |   |    |    |    |        |   |   |   |   |   |   |   |   |    |    |    |        |   |   |   |   |   |   |   |   |    |    |   |  |  |
| Approvals    |        |   |   |   |   |   |   |   |   |    |    |    |        |   |   |   |   |   |   |   |   |    |    |    |        |   |   |   |   |   |   |   |   |    |    |   |  |  |
| Bid & Award  |        |   |   |   |   |   |   |   |   |    |    |    |        |   |   |   |   |   |   |   |   |    |    |    |        |   |   |   |   |   |   |   |   |    |    |   |  |  |
| Construction |        |   |   |   |   |   |   |   |   |    |    |    |        |   |   |   |   |   |   |   |   |    |    |    |        |   |   |   |   |   |   |   |   |    |    |   |  |  |



## **APPENDICES**

### **APPENDIX A - Historical Background**

In the aftermath of the 1906 Earthquake, the Civic Center District experienced a complete remaking based on the ideals of the City Beautiful movement. This movement adopted the neoclassical aesthetic values prevalent in European urban planning, architecture, and art. Civic leaders at the turn of the 20<sup>th</sup> Century fully supported the creation of a Civic Center comprising of a formal plaza surrounded by neoclassical public buildings symmetrically arranged along Fulton Street and terminating at Market Street.

The new Civic Center's focal point was City Hall, built in 1913. Other prominent buildings in the district included the Main Library, the State Court, the Public Health Headquarters, and Civic Auditorium. Among the most prominent buildings added to the district in later years are the Opera House, the Symphony Hall, the State Office building, and the War Memorial Veterans Building.

The original 1912 Civic Center Plaza and United Nations Plaza built in the 1960s, have been heavily used over the decades as gathering places for fairs, parades, marketplaces, political speeches, civic affairs, neighborhood activities, and as a tourist attraction. In 1958, the original 1912 Civic Center Plaza was demolished and redesigned to allow for the addition of an underground garage and Brooks Hall. The new design includes features such as a reflecting pool and olive trees that impeded large activities from occurring in the plaza. Most recently, in 1997 the pool was replaced with grass, a second playground was added to one of the quadrants, and the olive trees were relocated. The new open spaces created by these improvements have allowed civic life to return to Civic Center as evidenced by the number of civic and neighborhood activities being held in the District today.

Due to its rich history and fine architecture, Civic Center has been listed in the National Register of Historic Places. This designation provides some protection from potential commercial development or other urban planning proposals. City policies are also in place to provide special protection to the District's historic character.

Massive beautification of Market Street along with the construction of BART/MUNI underground tunnel took place in the mid-1970's. This was coincidental with the construction of the United Nations Plaza occupying the first block of Fulton and Leavenworth Streets.

Because Fulton Street constitutes the District's main east-west axis, the main entrance to the Civic Center BART/MUNI station is located along Fulton Street in United Nations Plaza. Other minor entrances are located at the corners of the Market Street block between 7<sup>th</sup> and 8<sup>th</sup> Streets. It is the UN Plaza entrance that provides the best orientation to a newcomer to the district. The connection that a pedestrian can make between this entrance and his/her historic district image is an important goal of this report.



## **APPENDIX B - Related Projects**

A number of current and related pedestrian improvement projects are being conceived for possible implementation as shown in the following outline:

### **MUNI**

- Underground Stations Signage Study

### **DPW**

- Downtown Pedestrian Signage Pilot Project
- United Nations Plaza Site Assessment Report
- United Nations Plaza Renovation
- Civic Center Historic District Improvement Project

### **REDEVELOPMENT AGENCY**

- Mid-Market Study

### **BART**

- Commercial Development  
BART's Real Estate Services Division has currently released its Request for Development Qualifications and Proposals for the four Downtown Stations in San Francisco.
- Long Range Developments
  1. BART has undertaken a study to look at capacity constraints on the entire core system. The study will look at the need for additional fare gates, ticket vending machines, and vertical circulation (escalators and elevators). BART currently has roughly 330,000 daily riders and expects to have over 400,000 riders in future years. BART will need to provide additional capacity within the existing envelopes of the core stations to accommodate these new riders.
  2. The draft BART Capital Improvement Program (CIP) now includes an unfunded proposal to improve Muni Metro/BART transfers by creating a mid-level transfer points at the Civic Center and Embarcadero Stations.





## APPENDIX C - Signage: Principles & Theories

Wayfinding theories involve research conducted in the fields of cognitive anthropology, cognitive psychology, and urban design.

The following are excerpts regarding spatial knowledge and environmental design developed by R. Darken and J. Sibert of the George Washington University, 1996.

### Spatial Knowledge

Wayfinding tasks in general require that the navigator be able to conceptualize the space as a whole. This type of configuration or topological knowledge is defined by Thorndyke<sup>1</sup> as *survey knowledge*. Object locations and inter-object distances are encoded in terms of a geocentric, fixed, frame of reference. This is significantly different from *procedural knowledge*, which is defined, as the sequence of actions required to follow a particular route. The route may make use of *landmark knowledge*, which is the static information about the visual details of a specific location.

Survey knowledge is map-like in nature. Accordingly, it can be acquired directly from map use. However, survey knowledge acquired from a map tends to be orientation-specific. In contrast, prolonged exposure to navigating an environment directly is more likely to result in survey knowledge, which is orientation-independent.

The relative inflexibility of spatial knowledge acquired only from maps led Levine<sup>2</sup> to study the effect of this phenomenon on map design. He found that in order to facilitate efficient map use, the map must be congruent with the environment it represents. This is illustrated in the *forward-up equivalence* principle, which states that the upward direction on a map (assuming it is perpendicular to the floor) must always show what is in front of the viewer.

Survey knowledge is hierarchical in nature.<sup>3</sup> Rather than encode the absolute positions and directions to every place encountered, fewer large, general, logical selected places (e.g. Washington, D.C.) are encoded with subnetworks of smaller, more specific places (e.g. The White House) being defined within each.

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<sup>1</sup> Thorndyke, P.W. and S.E. Goldin, *Spatial Learning and Reasoning Skill in Spatial Orientation: Theory, Research, and Application*. Plenum Press, New York, 1983.

<sup>2</sup> Levine, M., I. Marchon, and G. Hanley, *The Placement and Misplacement of You-Are-Here Maps*. Environment and Behavior, 1984.

<sup>3</sup> Stevens, A. and P. Coupe, *Distortions in Judged Spatial Relations*. Cognitive Psychology, 1978.



## **Environmental Design**

Based on the role of spatial knowledge in wayfinding tasks, environmental designers have concerned themselves with developing a design methodology focused on environmental organization and map use. Lynch<sup>4</sup> suggests that urban elements such as paths, edges, districts, nodes, and landmarks be used to divide the environment into smaller, clearly connected, more manageable pieces. These pieces can then be directly encoded into a hierarchy of spatial knowledge. Lynch also notes the importance of frequent directional cues to orientation maintenance.

Passini<sup>5</sup> expands on these ideas applying them to architectural design. A space should have a basic organizational principal underlying it. For example, Manhattan's streets are organized in a grid. We use this information directly to structure spatial knowledge. Most importantly, a space must have in it a number of "places" which are easily discernible to any wayfinder. A "place" is most simply defined as a distinct, recognizable location or region of a larger space often associated with a landmark.

Passini also notes that if a map is to be used, it should show the organizational principal of the space as well as the design elements described by Lynch. The observer's position must always be shown (You Are Here) and Levine's forward-up principle must be adhered to.

Passini proposed that wayfinding comprises three repetitive stages: mental mapping, plan development, and plan execution. For mental mapping, Lynch argued that key structural elements in urban design can enhance the legibility (or ease of mental mapping) of a city. Further, information designer R.S.Wurman<sup>6</sup> correlates Lynch's structures with common information attributes: category, hierarchy, geography, continuum, and alphabetical.

Other wayfinding studies demonstrate the different BUILT-IN dispositions for men and women, and how differently they approach wayfinding altogether.

Women give or take directions best when they have landmarks to make reference to; e.g., they would say "go straight 10 blocks to a "Shell" gas station then turn right...."

Men give or take directions best by making references to geographical orientation; e.g., "go straight about ¼ mile to Market Street then turn north...."

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<sup>4</sup> Lynch, K. *The Image of the City*. MIT Press, 1960.

<sup>5</sup> Passini, R., *Wayfinding in Architecture*. Van Nostrand Reinhold Co., New York, 1984.

<sup>6</sup> Richard S. Wurman, *Follow the Yellow Brick Road*, Information Anxiety.



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In brief, wayfinding theories described above are intended to help formulate final wayfinding design criteria.

### **Wayfinding Principles**

- Target the first-time visitor to the Civic Center area. Nevertheless, the every day patron should also be considered.
- Direct those visiting the Civic Center to the Station's Front Door. The Station's Front Door is the one located at the United Nations Plaza. The Plaza itself is the Gateway to the Civic Center District, with its main pedestrian esplanade aligned with the magnificent dome of City Hall.
- To be most effective, signage guiding visitors to the Station's Front Door must begin at the Boarding platform levels.
- Marking or identifying exits (escalator/stair) at boarding platforms level to the Station's "Front Door". This effect can be achieved by light design (neon/other) and/or pendant kinetic sculpture(s) or banners. The idea is to call attention to this escalator/stair from anywhere within the long and narrow boarding platforms.
- Incorporate Wayfinding Art Murals as part of the Signage System at the Concourse level.
- Incorporate local area maps at the Concourse level and at strategic locations within the local destinations.
- Incorporate display cases and/or information kiosks to announce local events, at Concourse level.
- An indirect part of this signage program would be the New Identity Structures that mark entrances to the Station and would also serve as landmarks.
- All signage must comply with System-Wide Signage Program standards.
- All signage must comply with ADA and California's Title 24 requirements.







